

## PERSONAL INFORMATION



## Petar Stojchevski

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Sex Male | Date of birth 25/01/1986 | Nationality Macedonian

## WORK EXPERIENCE

2018 – present

### DRTV Production and Postproduction

#### Studio Moderna

Part of the production team, responsible for writing scripts, shooting the commercials and editing them.

Business or sector Retail

2022 – present

### Developer of Educational Games & Video Production Manager

#### Eco-Logic

Creative collaborator for Erasmus+ & UNDP projects

Business or sector Non-Government Organisation

2018 – present

### Concept Developer, Screenwriter & Executive Production

#### Macedonian Institute for Media (MIM) & Institute for Communication Studies (ICS)

Developing and executing Media and Communication Video Projects, from idea to final video

Business or sector Academic, non-profit, research organization in the field of journalism and media studies, public relations and corporate communications

2018-2019

### Lecturer at educational & training centres

#### Creative Hub & Institut Konzept

Teaching copywriting, concept development and creativity at educational & training centres

Business or sector Non-formal Education

2009 -2018

### Copywriter / Conceptualist

#### Saatchi & Saatchi, part of Publicis One Groupe

Part of the creative team, responsible for conceptualising, developing, presenting and executing marketing campaigns throughout all the media channels (TV, radio, online, print etc.)

Business or sector Advertising

## Job-related skills

- Creating commercials, including the complete service from the beginning to the end product: from concept development and script writing, to producing the video, audio, digital or print ad
- Leading and coordinating teams of video editors, digital and print graphic designers
- Organization and supervision of video, radio and web production;
- Writing marketing copy for all the media channels (print, brochures, TV, radio, web sites, web banners, google ads, facebook ads, PR texts, scripts for events etc.);
- Working in a dynamic and fast-paced team environment, working under pressure and meeting deadlines for the biggest Macedonian clients;
- Administrator of our clients' social media channels (Facebook, Twitter, YouTube, Instagram, LinkedIn);
- Project manager of the Digital development team – responsible for mobile & web apps;
- Concept development and assisting event management teams – BTL projects;
- Writing PR texts, PR stunts, Native ads, and working on PR projects;
- Creating presentations as well as presenting them to clients;
- Lecturing about copywriting, concept development and creativity at educational & training centres;
- Developing Gamification campaigns as tools for non-formal education

## Computer skills

- advanced command of Microsoft Office™ tools
- good command of Sony Vegas – video and audio production tool
- good command of Adobe Premiere - video editing tool
- basic command of Photoshop
- basic command of WordPress

## EDUCATION AND TRAINING

2004 – 2008

## Bachelor of international relations

S.U. "St. Kliment Ohridski", Sofia, Bulgaria

- Faculty of law

## PERSONAL SKILLS

## Mother tongue(s)

Macedonian

## Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
University of Cambridge, FCE, 2003					
Bulgarian	C1	C1	C1	C1	C1
S.U. "St. Kliment Ohridski" Referent translator, 2008					

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user  
Common European Framework of Reference for Languages

## Driving licence

- B

## ADDITIONAL INFORMATION

## Workshops &amp; Seminars

- Saatchi International's Tribe, Prague, 2009;
- Publicis One Adriatic Regional Meeting "The Wow of One", Belgrade, 2018;
- E-Profman Online Professional Programme – Final Seminar, Istanbul, 2018;
- Circle Lab European Seminar, Kaunas, Lithuania, 2022

## Festivals

- Golden Drum Advertising Festival, Portoroz, 2012;

## Honours and awards

- Golden Drum "Young Drummers" award winner, 2014;

## Lecturer

- Institut Koncept: "Become expert in copywriting", Skopje, 2018
- Creative Hub: Copywriting, Skopje, 2018