



Radmila Stefanovska

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Gender: Female

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WORK EXPERIENCE

Marketing and Sales Specialist

Acvilla Elcom [01/10/2016 – Current]

Address: Skopje (North Macedonia)

- Design and implementation of a strategy used to increase the number of new customers as well as customer care of the existing ones
- Responsible for interviewing new potential team members
- Responsible for mentoring and coaching new team members
- Responsible for design/creation of new products, forming price of the new products and also coming up with a sales strategy for them
- Creating websites in Wordpress using various plugins
- Using Joomla to add/modify content in existing client websites
- Responsible for promotion of the products using Email Marketing (normal email clients and Mailchimp)
- Social Media Marketing (Facebook and Instagram, LinkedIn) - Facebook Business Manager, Facebook Ads, Facebook Campaigns, Facebook Pixel, Facebook Insights. Managing Instagram profiles for several clients that have Web Shops. Used LinkedIn to promote our company and generate sales of our products.
- YouTube - Created and managed channels for clients
- Knowledge of Basic SEO concepts and used YoastSEO for Wordpress
- Google Analytics - Responsible for installing Google Analytics on our Wordpress pages and doing analysis of the results in the Google Analytics page
- Advanced user of Microsoft Word and Excel. Used Excel as our database for managing of the clients and also used different functions and pivot tables to do different kind of analysis of the data
- Using Google Docs Suite to collaborate with colleagues and clients and do real time collaboration

Intern

Apartment Hotel Kalonis [01/08/2016 – 31/08/2016]

Address: Skopje (North Macedonia)

- Planning, organizing, coordinating the everyday activities, as well as doing administration work and recruitment of human resources

Intern

Innovation Ltd. [10/05/2016 – 08/06/2016]

Address: Skopje (North Macedonia)

- Planning and organizing the promotional activities during the creation of an ECG (Electrocardiography) alerting system

Intern

Stopanska Banka Skopje [03/06/2014 – 03/07/2014]

Address: Skopje (North Macedonia)

- Getting to know the general activities in the bank, in particular the crediting/loan department.

Intern

Meri Accountant Office [01/08/2012 – 31/08/2012]

Address: Kratovo (North Macedonia)

- Student internship in an accountant's office
- Getting to know the daily activities in the accountant's office and doing basic tasks that were given by the accountant

EDUCATION AND TRAINING

Master's Degree in Human Resources

SS. Cyril and Methodius Skopje [10/2015 – 06/2017]

Address: Skopje (North Macedonia)

- Master's degree in organizational sciences and management in the area of Strategic Management of Human Resources

Bachelor of Economics

SS. Cyril and Methodius Skopje [09/2011 – 06/2015]

Address: Skopje (North Macedonia)

- Bachelor's Degree in Management

LANGUAGE SKILLS

Mother tongue(s):

Macedonian

Other language(s):

English

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION B1 SPOKEN INTERACTION B1

Bulgarian

LISTENING B2 READING B2 WRITING B1

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

ORGANISATIONAL SKILLS

Organisational skills

- Good leader/management skills and capable of leading teams - done during my work in Acvilla Elcom and during my studies

COMMUNICATION AND INTERPERSONAL SKILLS

Communication and interpersonal skills

- Great communicational skills acquired during the work and university
- Great speaking skills and always open to speaking in public and learning new stuff