

# Aleksandar Andonovski

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## EXPERIENCE

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### Copywriter and Social Media Manager - Contract

March 2023 – May 2023

Adbarcadero | Skopje, MKD

- Copywriter for corporate clients in the fields of fashion, music, and event planning.

### Teaching Assistant at the Marketing Department - Contract

Feb. 2022 – June 2022

University American College Skopje | Skopje, MKD

- Conducted the practical exercises and monitored the students' progress for the following subjects: Business Planning, Introduction to Marketing (Part-time students) and Product Development Policy.
- Responsible for the logistical organization of the annual event "SBEM International Week".

### Marketing and Communications Assistant - Internship

April 2021 – July 2021

Ohridska Banka (now Sparkasse Bank) | Skopje, MKD

- Involved in the creation of the marketing & CSR strategy during the merger of the two banks.
- Involved in the definition of KPI's for the Facebook and Instagram ads.
- Responsible for preparation of various PR announcements, reports, and publications regarding the performance of the bank.
- Involved in the creation and development of the TV and Social Media campaign for the merger of the two banks.

### Marketing and Communications Assistant - Internship

Jan. 2021 - Feb. 2021

Horizons Academy | Montpellier, FR

- Responsible for the Facebook Ads Manager, with 10k likes on Facebook and 1000+ Instagram followers.
- Responsible for the content creation for the company website with an average of 5k monthly visitors.
- Responsible for the creation of progress reports based on data from Google Analytics.
- Responsible for lead generation through cold calling people who have downloaded a company brochure.

## EDUCATION

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### "Institut Montpellier Management" | Master's Degree in Strategic Marketing of Products & Brands

University of Montpellier, FR

July 2021

- Title of my master's thesis: "The impact of communication on a company's reputation during a merger: The case of Ohridska Banka"
- Graduated with High Honors – "Mention Bien"

### University American College Skopje, MKD | Bachelor's Degree in BA-Marketing

June 2019

- GPA 3.85/4.00 – Summa cum Laude
- President of the Student Body, Member of the Tutoring Club, Tutor of the Year for the academic 2017/2018

## SKILLS

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French C1 Level | SMA, SEO | Adobe Photoshop, Illustrator, InDesign & Canva | MS Office | Copywriting | Public Speaking