



MARIJA TODOROVSKA

STRATEGIC & CONTENT
MARKETER



EXPERIENCES

(Nov '21-Present) MARKETING OPERATIONS ASSISTANT

Drum Horse

- Researching keywords relevant to marketing efforts of group and clients
- Analyzing past marketing initiatives and revamping the company's marketing efforts to keep readers and attract new ones
- Creating Conversion Rate Optimization (CRO) strategy and funnels
- Developing unique content for the group and a variety of clients' sites to improve presence and brand awareness
- Organizing and analyzing data and marketing results.

(Jan '21 - Nov '21) CONTENT TEAM LEAD

EmbedSocial

- Defining funnels and content marketing lifecycles
- Writing, editing, and proofreading content
- Creating and managing cross-platform content strategy (including social media & email marketing)
- Provide editorial, creative, and technical support for the team
- Track web and SEO analytics about content performance
- Applying and managing SEO best practices to all content types, including backlink research and outreach





MY PROFILE


Self-motivated Strategic Content Creator & SEO Specialist bringing forth experience and a passion for digital techniques. Experienced in the IT industry, Results-oriented with a proven track record of working collaboratively within the team and other teams to achieve goals. Enthusiastic fast learner who is always ready for new challenges.



CONTACT

 Prilepska 60/2/30A, 7000 Bitola

 todorovska948@gmail.com

 +38976953017



EDUCATIONS

(Jul '20 - Dec '20) DIGITAL MARKETING PROFESSIONAL

Digital Marketing Insitutut

(Oct '19 - Sep '20) .NET DEVELOPER

InterWorks Educational Center

(Sep '13 - Oct '17) CRIMINAL LAW

UKLO, Faculty of Law - Kicevo, DS Bitola

(Jan '21 - Nov '21) DIGITAL MARKETER

Vrootok

- Creating email marketing campaigns and automation
- Creating newsletters and landing pages
- Content writing and creation (blog posts, content calendars, and creatives)
- Taking care of Social Media campaigns (organic and paid)
- Creating reports for campaigns performance

(Jan '18 - Sep '20) MARKETER

Cermat

- Planning, executing, and managing online marketing efforts, resulting in company advancements.
- Organizing and analyzing data, such as marketing results overall business plan, and profitability.
- Briefing marketing agencies and graphic designers.
- Developing consumer promotions and advertising programs.
- Assisting the CEO and Production Director and Sales team with new product developments.

(Jan '18 - Sep '20) PATTERN DESIGNER

Saitis

- Designing cutting patterns and developing pattern guides
- Assisting the Marketing and Sales Manager in bringing up ideas for new products



MY SKILLS



LANGUAGES

