

Elena TRAJCEVSKA

**Adrees of residence**

St. "Bosris Strezov" 21a - Bitola
mob. 071/294-202
elenatrajcevska22@gmail.com

e-mail**Date of birth**

19.09.1984 - Bitola

Education

University "St. Kliment Ohridski"- Bitola Technical Faculty - Bitola

- Graphic engineer, Graphic design and multimedia (2003-2007)

Training on "Fundamentals of Graphic Design"

- Nova Solutions (16.10.2017 – 13.11.2017)

Training on "Certificate digital marketing professional"

- Galeksia (01.09.2021 – 31.03.2022)

Training on "Entrepreneurship and Leadership Program"

- Economic Chamber of Macedonia (09.12.2021 – 08.06.2022)

**Work
experience**

[05.08.2019 -] [**Marketing Manager**]

Club Sport 77 - Evrotip Sports Betting – Bitola

- [05.08.2019 -] [Marketing Manager] Club Sport 77 - Evrotip Sports Betting - Bitola
- [Requesting and negotiating bids for production of advertising and printed material, team trainings]
- [Daily team meetings]
- [Checking of invoices received]
- [Meetings for sponsorships, donations and collaborations with companies]
- [Development of a Marketing Plan for posting on social networks for Evrotip Sports Betting, Gold Slot Casino, KS Servis and Gold Felicia, as well as daily organization of challenges and email marketing campaigns]
- [Development of an annual Marketing Plan for Evrotip Sports Betting and Gold Slot Casino]
- [Analytics of social networks and websites (Evrotip, Evrotip Blog, Gold Felicia and KS Service)]
- [Preparation of Email marketing campaigns]
- [Visiting fairs in (Romania, Bulgaria, England, Serbia)]
- [Complete organization of events]
- [Preparation of preparations for daily posts on social networks]
- [Maintenance of Gold Slot Casino's site and maintenance of Evrotip blog]
- [Making video ads (video, narrator, background music of the ad)]
- [Preparation of conceptual solutions for the appearance of buildings]
- [Mockup creation and positioning of flashing ads]
- [Development of a Concept Paper Cover Design]
- [Recording and editing of a show for Evrotip Sports Betting]
- [Organization of team building for companies]
- [Organization of event events]
- [Organization and implementation of interviews for the needs of the sector]
- [Team training, operator training, intern mentor]

Note: The marketing team I lead in the company acts as a marketing agency that serves other companies.

[01.04.2018 - 05.08.2019] [**Graphic designer**]

Club Sport 77 - Evrotip Sports Betting - Bitola

- [Preparation of preparations for daily posts on social networks]
- [Making video ads (video, narrator, background music of the ad)]
- [Preparation of conceptual solutions for the appearance of buildings]
- [Mockup creation and positioning of flashing ads]
- [Development of a Concept Paper Cover Design]

[01.10.2014 – 01.08.2017] [**Audio tehnician**]
– Bitola

HDTV Mega

- [Mount sound for news and other shows]
- [Voice recording]
- [Realization of news on the medium]

[21.05.2013 – 01.09.2014] [**Post Production**]
– Bitola

TV Orbvis

[15.09.2009 – 28.01.2011] [**Post Production**]
– Bitola

TV Orbvis

- [Mounting shows of any genre]
- [Maintain the web site of the medium]
- [Monitor the social media of the medium]

Work with computers

- Adobe Premiere, Photoshop, Illustrator, After Effects , Wordpress.
- [Making logoa for companies]
- [Video editing]

Projects I have been worked on

https://www.youtube.com/channel/UCzn5bjiMSj6JNHCzoOjP_HQ
https://www.youtube.com/results?search_query=55+minuti
https://www.facebook.com/SportskiOblozuvalniciEvrotip/?epa=SEARCH_BOX
<https://www.facebook.com/goldslotclub/>
<https://www.facebook.com/GoldFeliciaBitola>
<https://www.facebook.com/KS.Servis.Bitola>
<https://www.youtube.com/channel/UC4ygwE3llgy41Rr1T4XZnLA>
<https://blog.evrotip.mk/blog2/>
<https://www.facebook.com/PEARNatural/>

Skills

Cognitive, dynamic, sociable and capable of teamwork, capable of managing, good knowledge of the environment and finding out in space.

A sense of organization, focused on work, ready to work under pressure and with a desire for learning.