

# IVONA K. GEORGIEVSKA

Senior Digital Marketing Specialist

iSource Ltd | September 2015 - present



## Contact



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[LinkedIn Profile](#)

## Education

### ● Marketing Management

Ekonomski Fakultet Prilep  
2009 - 2013

## Digital Tools Expertise

LinkedIn Sales Navigator	● ● ● ● ●
ChatGPT Prompts	● ● ● ● ●
Canva	● ● ● ● ●
Meta Social Media	● ● ● ● ●
MailChimp	● ● ● ● ●
ClickUp	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●
Web Development (HTML/CSS)	● ● ● ● ●

## Work Experience



### LinkedIn Lead Generation

Expert in identifying quality leads through Sales Navigator, managing conversations, and launching effective campaigns.



### Social Media Marketing

Proficient in creating and executing engaging social media strategies across LinkedIn, Facebook, Instagram, TikTok to build a strong online presence.



### Content Creation

Proficient in crafting impactful and value-added content and utilizing ChatGPT prompts to boost brand awareness and engagement.



### Design Solutions

Expert in creating complex design solutions, by developing various visual communication materials, including social media images, email newsletters, business presentations, flyers, Instagram stories and reels, carousels, and more. Proficient in Canva and knowledgeable in Adobe Illustrator.



### Email Marketing

Experienced in setting up, managing, and launching email marketing campaigns with compelling copy and engaging graphics. Proficient in MailChimp, Brevo, and Sender.



### SEO Optimization

Skilled in improving a website's presence in organic search engine results by writing SEO-friendly content that is engaging and informative and optimizing content to increase visibility and drive organic traffic.



### Website Content Management

Skilled in maintaining and updating WordPress sites with fresh content, images, and blog posts, with basic knowledge of HTML and CSS.



### Project Management

Capable of managing multiple projects simultaneously, ensuring timely delivery and commitment to quality standards.



### Client Relations

Talented in building and maintaining strong client relationships, ensuring satisfaction and long-term partnerships.