



Contact

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Country

Republic of Macedonia

Expertise

- Facebook & Instagram Ads
- Google Ads
- Google Analytics
- SEO
- Email Marketing
- Microsoft Office
- Adobe Photoshop

Language

Macedonian

English

Filip Stojmenov

Digital Marketing Specialist

Young, ambitious and result-driven digital marketing specialist with local and international experience, adept in using digital marketing platforms and tools in order to increase sales and overall company productivity, Personal quote about marketing:

"Marketing it's all about experimenting and finding out what does your audience value the most. Once you've done that it's "easy-peasy", but the bumpy road till you get there is full of countless ad reports, testing campaigns, creatives & copy..."

Experience

○ Jan 2022 - Mar 2022

LeanSEM | Skopje

Digital Marketing Intern

- Google Ads and Facebook & Instagram Ads trainee
- Part of the Google Ads team
- Organized and analyzed data and results in Excel
- Identified and planned opportunities to improve client campaign performance, mainly through search terms report and ads report
- Set up search campaigns and published ads through Google Editor

○ Apr 2022 - Present

b watch 1920 | Skopje

Digital Marketing Specialist

- Managed a team of marketing professionals and graphic designers to ensure the success of marketing campaigns on Facebook & Instagram
- Tracked, analyzed, and reported data on digital marketing campaign performance
- Develop marketing strategies in order to improve sales
- Constantly searched for new opportunities to engage new audiences.

Education

American University in Europe - FON

Bachelor's degree 2018 - 2022

- Business & IT, on The Faculty of Informatics
- Graduating at the top of my class