

CREATIVE DIRECTOR

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- Creativity
- Storytelling
- Interpersonal communication
- Analytical thinking
- Decision making
- Problem-solving
- Highly organized
- Good work ethic
- Active listening
- Managing multiple projects
- Team player
- Strong attention to detail
- Defining target audiences
- Processing criticism for campaigns
- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Typography
- Drawing
- Photography

Macedonian _____

English _____

CrossFit, Hiking, Painting, Reading

www.behance.net/sokodzelka7bee

LinkedIn
Facebook

References available upon request.

My never-ending curiosity, willingness to learn and grow, the constant creative search for new tools, and expanding the perspective and vision of life, are the main motivator pushing me to excel every day in every direction.

My high work ethic, creative thinking, complemented by my rich knowledge and interest in human behavior psychology, are the core of creating strong brands, brands that people love and identify with.

In my 12 years of experience, mainly in the field of graphic design and brand identity, I wore many hats, from creating strong visual elements for local film and theater festivals, to be an integral part of multiple, simultaneous projects, working and delivering within tight deadlines with on-brief and detail-oriented executions.

Currently, I work as a Creative Director for MAMA'S Food Company, one of the most prolific Macedonian food brands that bring traditional Balkan delicacies to 45 countries around the world, a role in which I thrive, have great expertise and knowledge, and thus achieve outstanding results.

However, the best is yet to come.

Creative Director
MAMA'S FOOD | Jan 2020 - Present

My passion and love for marketing, alongside the willingness to learn strategic thinking for developing vital brand concepts, were the main reasons for becoming creative director and leader of a team of creative professionals to raise the game to the next level.

My regular job is developing and executing my conceptual thinking into creative strategies in line with the brand guidelines. My vision is to present creative and measurable brand storytelling through creating and implementing innovative advertising campaigns, both for retail and digital marketing, based on deep and analytical data research in correlation with tight deadlines, brand budget, and big expectations and results.

My tasks include managing multiple projects simultaneously, including setting priorities, utilizing resources, identifying and addressing problems, reviewing and approving ideas and concepts in collaboration with the CEO for the best possible results.

MAMA'S FOOD | Dec 2016 - Dec 2019

Working as a Senior Graphic Designer for MAMA'S Food, I learned how to be creative, detail-oriented, and guided by the rules and regulations proposed by each of the 45 countries where MAMA'S Food is present. My responsibilities included developing and designing creative solutions for branding materials in line with the brand guidelines and presenting them on social media. The brand in 2017 was rewarded with second place for the Website of the Year powered by Media Solutions in food and health.

MAKEDOX, Creative Documentary Film Festival | May 2012 - Sep 2019

For eight years in a row, I was hired as a freelance Senior Graphic Designer for MAKEDOX, a creative documentary film festival, to be part of a team with experienced artists and designers.

Each year, we developed and created a storyline based on filmmaking and built a solid visual identity. Usually, the main poster design was made by hand, using different art techniques, and thus other visuals for every part of the festival, such as movie nights, workshops, pre-festival events would be developed.

One of my responsibilities was to oversee the efficient use of production festival budgets and communication with printing companies and other external collaborators to ensure quality production of the materials followed the defined standards. In 2020 I delegated tasks to junior creative team members and provided training on all aspects of the festival projects.

ITF FACES WITHOUT MASKS I Mar 2016 - Apr 2017

I provided standout art direction and original designs developed on the festival's creative director predetermined topic, and developed and designed the required promotional materials. I've also created video animations for the annual festival commercials.

ISTF LITTLE CLOUD'S DREAM | Oct 2014 - Nov 2016

I created a visual storyline for the annual festival edition due to my good references for freelance art for some alternative theatre performances. For three years in a row, I was hand-drawing and then illustrating the fundamental visual elements and developing the promotional materials.

KUPI KARTI ZA SE, online ticket sales company | Dec 2010 - Nov 2016

I provided and designed various ticket designs for different types of concerts, sports games, theatrical performances, and outdoor events. I also created and design branded the stores that were part of the sales network.

As a system administrator I set up accounts and workstations, monitored performance, maintained the system according to requirements, troubleshoot issues and outages in the ticket system. I developed expertise to train staff on new technologies applied to the ticket system.

Part of my job was to guide the website's architecture, manage all taxonomies and publish, edit and remove event posts on the website.

VINO-SKOP, Skopje Wine Festival | Sep 2008 - Oct 2010

As a graphic designer, I was working on developing original visual directions and designs for the annual festival editions then set them in the required promotional materials such as posters, brochures, banner designs, t-shirt designs. I spent solid time communicating with printing companies and other external collaborators to ensure the necessary materials followed the defined standards. The production company that organized the festival owned a Wine store in the Old Bazar, and I've made numerous menus and flyers as well.

DSU Rade Jovcevski Korcagin, state high school | 2004 - 2007

Digital Marketing Workshop
Brainster | 2019

3/3 Branding Workshop

Dark Honey | 2017

2017 | Second place, Website of the year powered by Media Solutions in the category of food and health for the design of the website www.mamasfood.mk