

CONTACT



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DARKO STANKOVSKI

Certified Digital Marketing Professional



SOCIAL MEDIA, BLOGGING,
CUSTOMER SUPPORT

EDUCATION

2011-2017 Faculty of Economics – Prilep

INTERNATIONAL ECONOMY AND BUSINESS

september 2021 - march 2022

Galeksia - Academy for digital marketing

Modules:

- Introduction to Digital Marketing
- Content Marketing
- Social Media Marketing
- SEO
- PPC with Google Ads
- YouTube and Display Advertising
- Email Marketing
- Website Optimization
- Analytics with Google Analytics
- Digital Marketing Strategy

Diploma from Digital Marketing Institute -

www.digitalmarketinginstitute.com

SEMINARS

Bitola, 2017 - Communication skills and job seeking.

Macedonian Chamber of Commerce
2018 - Content marketing.

Online courses for Internet skills, Social media and Digital marketing.

North Macedonian Chamber of Commerce, 2019 - E-commerce and internet sales- from opening an online store, developing and marketing to sale.

SKILLS

- Communication skills - *gained through my experience as customer support*
- Organizational skills - *gained through multitasking and servicing multiple sectors at one time*
- Managerial skills - *gained through my faculty education*
- Creativity, resourcefulness, innovation and problem solving - *acquired at job position as Social Media Marketing and blogging*
- Entrepreneurship and small business managing
- MS Office suite (Word, Excel, Power Point)
- Photo editing software - *gained as social media upkeep and blogging*
- Wordpress - *used as content management system for blogging*

WORK EXPERIENCE

Klub Sport 77, Oct 2017 - present

Evrotip betting shops, www.evrotip.mk, Gold - Slot Clubs , Gold Felicia - Cabaret Hotel and Restaurant

- Digital Marketing - *creating content, social media and marketing campaigns, Facebook and Instagram Ads, email marketing, Google Analytics, Competitor research, etc.*
- Wordpress - *content and creating posts.*
- Customer support - *relations with customers for help, effective and correct use of the product by phone calls and e-mail communication.*
- Organizing prize games and lotteries - *participating in the creation of rules for the players-participants in it and direct marketing activities for promotion.*
- Statistics - *based on the success of the shops and its costumers and payments. Reports from social media.*
- Creating bonuses and vouchers - *working with the implementation of the loyalty club and ideas for the benefits of having a loyalty club card.*