

Personal Information

Name / Surname

Cengiz Kâmili

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NATIONALITY

Macedonian

DATE OF BIRTH

17.10.1993

GENDER

Male

Work Experience

DATES

March 2023 - Present

POSITION

Social Media Manager - Remote

RESPONSIBILITIES

Developing social media content plans, consistent with brand identity and sales-marketing plans.

Creating consistent, meaningful and engaging content on various social media platforms (Facebook, Instagram, Twitter, Reddit, YouTube, LinkedIn, Tik Tok, Reddit).

Managing a high volume of daily social media posts.

Coordination of internal content production (texts, photos, videos) in collaboration with other teams within the company.

Developing and managing user generated content programs.

Posting user generated and sponsored content (e. g. from influencers, brand partners).

Content scheduling, editing, boosting, improving engagement.

Communicating with social media followers, including responding to queries in a timely manner (comments only).

Resolving customer related issues in coordination with the Customer Support and RMA teams.



Gathering testimonials and user generated content for marketing repurposing.

Relaying community sentiment and noticed issues with teams and departments within company (marketing, customer support, research & development).

Relaying sponsorship opportunities to the relevant personnel.

Suggesting recommendations to adjust the social media marketing strategy for optimal results.

Using analytical tools such as Google Analytics and Facebook Insights to monitor and evaluate the companys social media presence and performance and social media scheduling tools.

Preparing monthly reports on social media marketing efforts.

Staying up to date on best practices and emerging trends in social media.

EMPLOYER / ADDRESS

EKWB / Komenda Slovenia

TYPE OF BUSINESS

EK Water Blocks is the market leader in high-end PC liquid cooling.

DATES

July 2022 - February 2023

POSITION

Social Media Manager - Remote

RESPONSIBILITIES

Planning and developing social media campaigns

Crafting compelling content or getting it developed

Posting content across social media accounts

Engaging with customers on different channels

Analyzing running campaigns, Developing social media campaigns, Updating social media content across all channels, Using social media marketing tools such as Buffer and Hootsuite, Monitoring campaigns and analyzing data obtained, Monitoring SEO and web traffic metrics, Establishing relationships with social media influencers to develop a strong network, Keeping an eye on social media trends, and Managing 4 different communities at once on social media platforms, Performing Platforms:



Facebook, Twitter, Instagram, Google Analytics, Google Business, LinkedIn, Pinterest (with infographics), Email marketing (Mailchimp), Reddit, and Quora

EMPLOYER / ADDRESS

MediaTech Support - Skopje

TYPE OF BUSINESS

Providing services and support to the news media industry

DATES

April 2022 - Present

POSITION

Administration & HR - Part Time (8h weekly)

RESPONSIBILITIES

- Preparing, organizing, and storing information in paper and digital form.
- Dealing with queries by email.
- Updating computer records using Google Drive.
- Registration and reregistration of employment from the Employment Services Agency.
- Responsible for maintaining employee HR files and ensuring timely and accurate documentation processing.
- Driving continuous improvement and looking for opportunities for standardization, simplification, and automation of the processes.
- Answer frequently asked questions from employees about standard policies, benefits, and hiring processes.
- Maintaining office systems
- Liaising with staff in finance departments.
- Working Part-Time just Saturdays.

EMPLOYER / ADDRESS

Gostivar Industrial Zone

TYPE OF BUSINESS

GRP composites industry exports products to the Swiss and German Markets.

DATES

April 2021 - April 2022

POSITION

Sales Manager

RESPONSIBILITIES

- Responsible for Corporate and Travel Agent Room Sales for the hotel
- A clear understanding of the hotels business strategies then set goals and determine action plans to meet those goals
- Update action plans and financial objectives quarterly



Identify new markets and business opportunities and increase sales

Represent Hotels in various events and exhibition

Implements all sales action plans related to market areas as outlined in the marketing plan

Conducts daily sales calls and arranges site inspections

Able to provide quick and timely responses, immediate communication to the properties, develop professional long-term business relationships

Provide the highest quality of service to the customer at all times

Participates in sales calls to acquire new business and/or close on business

Executes and supports the operational aspects of business booked (e.g. generating proposals, tenders, writing contracts, and customer correspondence).

Able to support hotels service and relationship strategy, driving customer loyalty by delivering service excellence throughout each customer experience

Work closely with General Director to ensure proposed rate negotiations meet the financial needs of the hotel

Develop strong relationships with the front office team to ensure working in unity and always striving to achieve the same goals. Assess additional training needs based on data gathered and interaction team

Attending all department and hotel meetings as necessary

Targeting key accounts potential for the company

Builds and strengthens relationships with existing and new customers to enable future bookings.

Activities include sales calls, entertainment, trips, trade shows, etc.

Develops relationships within the community to strengthen and expand the customer base for sales opportunities

Manages and develops relationships with key internal and external stakeholders.

Acquiring and developing new business accounts and preparing sales proposals for clients



EMPLOYER / ADDRESS	Radika Resort, v.Leunovo, Mavrovo & Rostushe
TYPE OF BUSINESS	Hotel / 5* Mountain Resort
DATES	November 2020 - April 2021
POSITION	Administration and Marketing Assistant
RESPONSIBILITIES	<p>Keep employee records (physical and digital)</p> <p>Maintain a filing system for data on customers and external partners</p> <p>Distribute incoming and outgoing mail</p> <p>Update office policies and ensure compliance with them</p> <p>To interview and recommend to the president personnel for hire.</p> <p>Create and maintain filing and other office systems</p> <p>Maintains accurate records for employee holiday requests, application & logout</p> <p>Manages outgoing post and records data on special deliveries</p> <p>Coordinate office procedures</p> <p>May take care of website functions and social media profiles</p> <p>Designing and creating digital and physical posters/ flyers for marketing</p> <p>Possibly maintaining the company's social media accounts</p> <p>Write and edit content for different platforms such as social media and website</p>
EMPLOYER / ADDRESS	Radika Resort, v.Leunovo, Mavrovo & Rostushe
TYPE OF BUSINESS	Hotel / 5* Mountain Resort
DATES	March 2019 - March 2020
POSITION	Marketing Manager
RESPONSIBILITIES	<p>Creating promotional information to drive business</p> <p>Coordinating multiple channels of marketing strategies</p> <p>Managing budgets for marketing campaigns</p> <p>Testing new marketing opportunities</p> <p>Building relationships with media outlets</p> <p>Directing social media strategies</p>



Evaluating performances of marketing campaigns
Troubleshooting marketing campaigns that are not performing well
Monitoring and improving SEO
Coming up with new ways to promote new products
Creating and Designing new digital and physical content for marketing
Creating content for WTM 2019 and attending WTM in London together with the Ministry of Economy

EMPLOYER / ADDRESS
TYPE OF BUSINESS

Camellia Travel & Tour Operator, Skopje
Tour Operator

DATES
POSITION
RESPONSIBILITIES

November 2017 - January 2019
Web Developer
Developing and Designing materials for clients for a specific purpose

EMPLOYER / ADDRESS
TYPE OF BUSINESS

Freelance, Gostivar
Designing & Developing Marketing Materials

DATES
POSITION
RESPONSIBILITIES

June 2017 - October 2017
Freelancer
Focused on the company benefits of an overall holistic approach to driving customers to targets via online platforms.

EMPLOYER / ADDRESS
TYPE OF BUSINESS

Tima, Jeddah - Kingdom of Saudi Arabia
Digital Marketing Agency

DATES
POSITION
RESPONSIBILITIES

May 2014 - September 2014
Grill Operator
Focusing to achieve daily goals

EMPLOYER / ADDRESS
TYPE OF BUSINESS

Wendy's, S.Yarmouth Cape Code, Massachusetts, USA
The international fast food restaurant chain

DATES	November 2013 - January 2014
POSITION	Web Master
RESPONSIBILITIES	<p>Planning site design by clarifying goals</p> <p>Designing functionality</p> <p>Develops site content and graphics by coordinating with copywriters and graphic artists</p> <p>Designing images, icons, banners, audio enhancements, etc.</p> <p>Upgrades site by updating content and graphics</p> <p>Monitoring performance and results</p> <p>Identifying and evaluating improvement options</p> <p>Introducing new technology and maintaining links</p>
EMPLOYER / ADDRESS	Bridge Technology, Tetovo
TYPE OF BUSINESS	Information Technology & Service

Education and Training

DATES	2012 - 2016
DEPARTMENT	Faculty of Contemporary Social Science
INSTITUTION	South East European University
DATES	2008 - 2012
DEPARTMENT	Economy College
INSTITUTION	Economy College Gostivar

Skills and Competences

LANGUAGE SPOKEN	English, Macedonian, Turkish, Albanian
SOCIAL SKILLS AND COMPETENCES	Highly adaptable, mobile, positive, patient, risk-taker & open to new ideas.

ORGANISATIONAL SKILLS AND COMPETENCES	<p>Excellent Organisational and Analytical Skills.</p> <p>Adapting in flexible team player who thrives in environments requiring the ability to effectively prioritize and juggle multiple concurrent projects.</p> <p>Goal-driven leader who maintains a productive climate and confidently motivates mobilises and coaches employees to meet high-performance standards.</p> <p>Resourceful team player who excels at building trusting relationships with customers and colleagues.</p>
COMPUTER SKILLS AND COMPETENCES	<p>Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe Spark, Canva & various mobile applications for graphics, Microsoft Office, iWork, and iMovie</p>
CERTIFICATES	<ul style="list-style-type: none"> • <u>Advertising on Facebook: Advanced</u> by Megan Adams associates with LinkedIn Learning • <u>B2B Foundations: Content Marketing</u> by David Bain associates with LinkedIn Learning • <u>Building Online Communities</u> by Goldie Chan associates with LinkedIn Learning • <u>Direct Mail Marketing</u> by WealthFit associates with LinkedIn Learning • <u>Making Money with Branded Content for Creators</u> by CreatorUp and Mitchel Dumlao associates with LinkedIn Learning • <u>Managing Brand Reputation</u> by Goldie Chan associates with the National Association of State Boards of Accountancy (NASBA) • <u>Meta ad delivery</u> by Facebook Blueprint eLearning • <u>Building an Integrated Online Marketing Plan</u> by Matt Bailey associates with LinkedIn Learning • <u>Social Media Marketing: Strategy and Optimization</u> by Martin Waxman associates with LinkedIn Learning
PORTFOLIO	<p><u>Link</u> for My Portfolio</p>