

Vukovarska 11/1-
10Skopje, North Macedonia
1000
+389 75 207 281
gzzlatku@gmail.com

Professional and motivated individual with strong interaction and excellent communication, presentation, interpersonal and analytical skills Eager to learn new things, works well in teams and individually. Wide range of knowledge in UX/UI Design, Marketing, Content Creation as well as Eco Engineering and Eco Management.

Education

2014 - PRESENT

Ss. Cyril and Methodius University, Skopje - Bachelor

Faculty of Forestry - Eco Engineering and Eco Management.

2022 – 2023

Brainster Education School

Academy for UX/UI Designer

- Define and execute a comprehensive research plan.
- Identify the best methods of quantitative and qualitative research methods based on priorities, research questions, timeline, and resourcing.
- Collaborate with product, research, marketing, and other functions to identify user and business needs
- Create flows, prototypes, and high-fidelity visuals
- Use business requirements, user and market research to assist in developing scenarios, use cases, and high-level requirements.
- Basic knowledge of JavaScript HTML and CSS

Experience

OCTOBER 2021 – JUNE 2022

Salltanet Creative Agency, Skopje - Social Media Marketing

Manager

- Oversee and create social media content for three different channels with a combined audience of 1M followers.
- Analyze data to create content themes to increase audience.
- Developed automated reporting in Google Sheets and Excel on social media KPIs
- Worked closely with the director of marketing to optimize the content calendar across all platforms to coincide with new marketing and product launches.
- Generate monthly reports of qualitative and quantitative data on social performance/strategy.
- Train junior strategists and writers on optimizing content for social media to maximize engagement, and revenue.

IncoWest Ingenieure + Architekten – Office Manager

Water Supply and Sewerage Program for North Macedonia

- Assisting the Project Manager and other team members in the performance of their duties or for other project related activity;
- Written translation work from English into Macedonian/ Albanian language and vice versa
- Overall coordination and management of Consultant's office
- Assist in minutes taking for program/projects, meetings and in drafting research reports as required
- Assisting in organizing, executing and coordinating logistical requirements by drawing up an event time-line, programme schedule and checklist for successful holding of events

MAY 2019 - SEPTEMBER 2019

Photo Beni Studio, Skopje - Shop and Studio Manager / Photographer

- Managing clients and delivering excellent service to ensure client satisfaction
- Manage and motivate the staff
- Develop and arrange promotional material and in-store displays
- Undertake managing store budgets and updating financial records
- Photography execution
- Photography editing on Adobe Photoshop

JUNE 2019 – NOVEMBER 2019

European Policy Institute – Skopje – Transcriber

- Human Rights defenders in the Western Balkans (01.07.2019 - 01.11.2019) -
European Policy Institute - Skopje
Transcribed 15 interviews conducted by the organisation with 15 human rights defenders in North Macedonia
- National Democratic Debate - Fostering Successful Democratic Transition in Macedonia -
European Policy Institute - Skopje
Transcribed 22 focus groups conducted with citizens from around North Macedonia, gathered in Skopje for the purpose of the implementation of Deliberative Polling event.

JANUARY 2015 - AUGUST 2018

Salltanet Creative Agency, Skopje - Social Media Marketing Manager

- Curated content across 4 social channels ensuring cohesive online brand identity.
- Tracked, analyzed and reported monthly analytics and KPIs to management using Excel.
- Pitched developed and produced content resulting increase in follower growth in 6 months.
- Wrote copy for social media posts with 100% grammatical accuracy.

JUNE 2017 - SEPTEMBER 2017

Chatham Bars Inn, Chatham Massachusetts- Server

- Prepare room for dining for guest
- Protect establishment by adhering to sanitation, safety and control policies
- Help patrons select food and beverages by presenting menu
- Stay updated on current menu choices, specialties and menu deviations
- Maintain excellent communication from the restaurant to the kitchen and vice versa

Training

‘Sustainable youth work on sustainability’, Erasmus - Belgrade, Serbia.

- Development of individual projects
- Introduction to main subjects on sustainability
- Interactive strategies for youth engagement
- Creating tools and T-kit for youth work on sustainability

Membership 2017-PRESENT

Communication and Event Coordinator

‘Akropoli i Ri’- Skopje, North Macedonia

- International philosophical organization with headquarters in Tirana, Albania
- Book fairs in Skopje, Tirana & Prishtina
- Cultural events
- Trips and cultural interaction with countries in the region
- Philosophical analysis of different pieces of literature

Skills

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| • Microsoft MS Office | • Invision |
| • Social Media Management & Monitoring | • Wireframing & Prototyping |
| • Adobe Creative Suite | • Problem-solving |
| • Figma | • Interaction strategy |
| | • Basic Html,JavaScript andCSS |

Languages

- Albanian
- Macedonian
- English
- Turkish

References:

- **Sallta.net** – Tahar Alemdar – taharalemdar@gmail.com
- **Europe Policy Institute** – Ardita Vejseli – ardita.vejseli@epi.org.mk
- **IncoWest Ingenieure + Architekten** – Brian Shaughnessy – brian.shaughnessy@incowest.de