

Aleksandar Savevski

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[LinkedIn Profile](#)

Highlights

- Digital Marketing
 - Social Media Marketing
 - Email Marketing
 - Search Engine Optimization (SEO)
 - Search Engine Marketing (SEM)
 - Pay per Click (Google AdWords)
 - Google analytics
 - Website Design and Development
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Certified Digital Marketing Professional with skills in Digital Marketing, including paid and organic search, lead generation, analytics, social media, SEO, display advertising, Email marketing, landing page optimization and creative work. Out of the box creative problem solver, capable of meeting deadlines under pressure. Detail orientated with exceptional communication skills Verbal and written.

Knowledge of managing and optimizing AdWords Account, reducing CPC implementing proper account structure and increasing relevant traffic through keyword research and negative keywords.

Certifications and Qualifications

- [Certified Digital Marketing Professional](#)
- Google AdWords Certified
- Google Analytics Certified
- Bachelor of Information Technology

Technical Skills

- Web Design and development using HTML and CSS
- Basic JavaScript
- Microsoft Excel
- Native English Speaker
- Superb Communication Skills

Experience

PPC Campaign Manager | Small Local Candle Selling Business | May 2023 - June 2023

Successfully managed a PPC campaign for a small candle selling business, effectively utilizing a \$500 monthly ad budget. Achieved an impressive ROAS Return on Advertising Spend of 400%, generating \$2,000 in revenue from the \$500 ad spend. Implemented cost-effective strategies, resulting in a low CPC of \$0.20, maximizing the budget's impact and driving higher traffic. Optimized landing pages and ad creatives, leading to a successful Conversion Rate of 8%, converting 40 out of every 500 clicks into customers.

OnePath – ANZ Wealth

Customer Service Consultant | February 2017 – April 2021

- Providing customer service for Superannuation, Pension and Investment products.
- Handle all adviser enquiries that come through to the Adviser email inbox, including Data Collection requests for ANZ financial planners as my daily priority.
- Multi-task by answering phone calls while working on emails and data collections.
- Specialise in a number of different products including, OneAnswer as priority, ANZ Smart Choice, Corporate, Integra, Wholesale and Traditional products.
- Assisting advisers and members with account information such as balances, transactions, updating personal details, online access, claims, processing follow ups and complaints.
- Lodging escalations to provide a quicker turnaround time for outstanding requests.
- Generating reports, statements, insurance quotes and raising tasks for the processing of telephone withdrawals or additional pension payments
- Adhere to all legislation inclusive of the Anti-Money Laundering Act, Superannuation, Investments and Privacy Act.
- Following business rules for various products over the phone and via email.
- Quickly adapt to ever-changing policies, procedures, and new products.
- Meet KPI's throughout each week, month and year to date with AHT, quality, adherence, compliance and reading new announcements through the knowledge base.