



JOVAN PANAJOTOVIKJ

Digital Marketer

SUMMARY

Strategic thinker with a growth mindset who is dedicated to improving the client's marketing needs

Contact Me

- SKOPJE
- +389 78412022
- PANAJOTOVICDM@GMAIL.COM
- LINKEDIN.COM/IN/JOVAN-PANAJOTOVIKJ-0054A223B/

Skills

1. CRITICAL THINKING AND ANALYTICAL SKILLS
2. KEYWORD, MARKET AND COMPETITOR RESEARCH
3. EMAIL MARKETING
4. LEAD GEN
5. KNOWLEDGE OF ADS, AFFILIATE MARKETING AND E-COMMERCE

Education

ACADEMY FOR DIGITAL MARKETING
Institution: SEAVUS EDUCATION AND DEVELOPMENT CENTER
Year of Graduation: 2022

BACHELORS IN ECONOMICS
Institution: UNIVERSITY OF TOURISM AND MANAGEMENT Skopje
Year of Graduation: 2022

Work Experience

**DIGITAL MARKETING INTERN
AT FRIDAY COMMUNICATIONS
MAY 2022 - AUGUST 2022**

1. Performed a website audit and offered suggestions for the clients' websites to improve readability and user experience.
2. Created, outlined, and wrote the clients' weekly social media calendars.
3. Worked closely with the marketing CEO to develop and execute marketing strategies and ideas.

**SEO and Business Development
Assistant at Shortlist
December 2022 - August 2023**

1. Helped the team with scraping website leads for backlinks using various marketing tools like Ahrefs
2. Got involved in cold email outreach daily to potential marketing agencies and websites in various industries
3. Searched for anchor links for the agency's clients