

## **Anastasija Dojchinovska**

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## **PROFILE**

An experienced SEO Content Writer who has expertise in online marketing, copywriting, editing, content marketing and proofreading for U.S. websites, companies and individuals.

## **WORK EXPERIENCE**

### **SEO & Marketing**

**VisualGest ERP [www.visualgest.ch](http://www.visualgest.ch)**

**16th November 2020- Present**

My responsibilities for this company include:

- creating and optimizing Google Ads campaigns
- website content creation
- keyword research
- weekly blogging and uploads on WordPress
- social media content calendar creation
- creation of marketing materials on Canva
- building a marketing strategy.

### **SEO Content Writer**

**Intersog [www.intersog.com](http://www.intersog.com)**

Here are some of the articles written by my for Intersog- a software development company.

<https://intersog.com/blog/teams/how-to-make-the-right-staffing-decisions-for-your-software-project/>

<https://intersog.com/blog/overcoming-game-programming-challenges-with-offshore-development-teams/>

<https://intersog.com/blog/hire-remote-workers-for-your-team-with-confidence/>

<https://intersog.com/blog/how-to-keep-your-remote-team-focused-on-work-after-the-world-has-stopped/>

<https://intersog.com/blog/what-distinguishes-a-great-project-manager-from-a-bad-one-a-friendly-checklist-for-recruiters/>

<https://intersog.com/blog/teams/how-to-make-the-right-staffing-decisions-for-your-software-project/>

<https://intersog.com/blog/how-ai-development-is-helping-the-healthcare-industry-to-fight-against-covid-19/>

<https://intersog.com/blog/why-mexico-is-an-excellent-nearshore-development-option-for-us-companies/>

### **Freelance Writer**

**Niche Stack [www.nichestack.io](http://www.nichestack.io)**

You can find my bio on the website <https://markinstyle.co.uk/about-us/> and also read some of the blogs I have written for Niche Stack.

<https://markinstyle.co.uk/internship-facts/>

<https://markinstyle.co.uk/uk-student-debt-statistics/>

<https://markinstyle.co.uk/exam-stress-statistics/>

<https://markinstyle.co.uk/higher-education-statistics/>

<https://markinstyle.co.uk/study-abroad-statistics/>

<https://markinstyle.co.uk/college-student-mental-health-statistics/>

<https://markinstyle.co.uk/elearning-statistics/>

<https://digitalintheround.com/social-commerce-statistics/>

### **Freelance Writer**

**Airport Taxi Transfers & City Airport Taxis**

**<https://airporttaxitransfers.com>**

**<https://city-airport-taxis.com>**

Despite all the content for both websites, I have written some of their blogs available below:

<https://airporttaxitransfers.com/blog/get-the-best-of-zurich/>

<https://airporttaxitransfers.com/blog/the-best-ways-to-get-around-geneva/>

<https://airporttaxitransfers.com/blog/tips-for-getting-around-munich/>

<https://city-airport-taxis.com/blog/experience-munich-like-a-local-top-things-to-do-when-in-munich/>

<https://city-airport-taxis.com/blog/the-best-ski-resorts-near-zurich/>

<https://city-airport-taxis.com/blog/get-the-best-of-munich-and-its-ski-resorts/>

<https://city-airport-taxis.com/blog/the-most-beautiful-attractions-in-geneva/>

### **Freelance Writer**

#### **Swagger Magazine**

I have written several articles for their online magazine and also done and written the interview with Jared Harris, published in their printed December version. A link of the introduction of the interview is available on my LinkedIn profile -

<https://www.linkedin.com/pulse/jared-harris-journey-from-madman-chernobyl-anastasija-dojchinovska/>

<https://www.swaggermagazine.com/home/culture/the-gun-store-near-virginia-beach-thats-going-viral/>

<https://www.swaggermagazine.com/home/culture/navy-vet-owned-the-best-gun-store-in-chesapeake-virginia/>

### **SEO Specialist**

#### **Premote Me, South Africa**

I've set up their on-site SEO and run the digital marketing and analysis for them through Google Analytics. Also I've written several articles so far, and built a successful SEO off-site strategy. website: <https://www.premoteme.com>

<https://www.premoteme.com/post/how-to-ask-your-boss-to-let-you-work-remotely>

### **SEO Content Writer**

#### **SearchSprints, Australia- 2019-06 to 2019-12**

I am writing SEO content for [www.searchsprints.com](http://www.searchsprints.com), [www.backpackinternet.com](http://www.backpackinternet.com) and [www.sitearrow.com](http://www.sitearrow.com), and some of their clients. The content is tech oriented, including web hosting, CDNs, PBNs, SEO, Domain names, etc.

Here's an example of some of the content I've written

<https://www.launchcdn.com/private-blog-network-building-service/>

<https://support.sitearrow.com/knowledgebase/article/robots-txt-guide>

<https://wombatservers.com/atlas.php>

<https://support.domainnamesanity.com/knowledgebase/article/whois-verification-process>

<https://www.toppctech.com/monthly-web-hosting-benefits/>

<https://www.gamengadgets.com/how-to-increase-your-seo-rankings-in-2019/>

<https://www.prepostseo.com/p/the-5-trends-to-prepare-your-business-for-the-future-of-online-marketing>

### **Online Marketing Manager**

#### **International Conveyor & Belting Products, LTD, Bitola, Macedonia- 2018-12 to present**

My responsibility for [www.icbp.mk](http://www.icbp.mk) includes social media marketing using Facebook, LinkedIn, Twitter and Google Plus in order to make them visible on the market. Creating a strategy for them to get more sales by being more present in the digital world is our goal. We use Email marketing and Lead Generation which have worked the best so far.

Their FB page - <https://www.facebook.com/InternationalConveyorBeltingProductsLtd/>

### **SEO Content Writer & Digital Marketing Specialist Adeva, Skopje, Macedonia — 2018-09 to 2018-12**

For the software company [www.adevait.com](http://www.adevait.com) my responsibility was to create SEO blogs and advertise them on their social media platforms in order to attract more clients. I also uploaded all the blogs I have written on Wordpress on their website. Our social media marketing included scheduling posts through Hoot suite.

Check out some of my SEO blogs written for Adeva:

<https://adevait.com/blog/workplace/hiring-female-software-engineers/>

<https://adevait.com/blog/workplace/women-entrepreneurs-startups/>

<https://adevait.com/blog/workplace/rethinking-remote-work-for-startups/>

<https://adevait.com/blog/remote-work/remote-teams-management-apps/>

### **Online Marketing Specialist Taskforce BPO, Knoxville, Tennessee, US — 2016-01 to 2018-08**

As a social media assistant my responsibility was online marketing including: Lead Generation, managing Social Media Accounts on Facebook, Twitter, Google Plus and LinkedIn as well as providing insights of the campaigns. My content writing part of the job included writing, posting and marketing the two blogs: <http://taskforcebpo.com/resources.html>; <http://www.azimuthway.com/blog>

### **Digital Business Process Analyst Dolare, Savanna, Illinois, US [www.dolare.com](http://www.dolare.com) — 2017-06 to 2018-03**

I have worked on the content creation for their online banking system, including all the marketing materials, website, user manuals of the new softwares, documentation for revision,

presentations for companies as well as everything that requires writing. Lead Generation, Social Media Marketing, Research and Business Process Analysis have also been part of my job for Dolare.

### **Blogger**

**Exterior Design & Landscapes, San Diego, California, US — 2016-09 to 2017-08**

All the content I have written as well as running the blog for their website, concerning exterior design, outdoor construction and gardening, can be checked on the link below:

<http://www.exteriordesignslandscape.com/blog/>

### **Freelance Writer**

**Scubby @ [www.scubby.com](http://www.scubby.com) — 2016-06 to 2017-06**

My responsibility for this job was creating SEO friendly content and upload it daily on their Wordpress site. This web site provides the most up-to-date information, details and gossip about celebrities. The blogs I have written can be checked here:

<http://scubby.com/author/anastasija/>

### **Content Writer**

**Diet of Life @ [www.dietoflife.com](http://www.dietoflife.com) — 2014-02 to 2017-06**

As a content writer for [www.dietoflife.com](http://www.dietoflife.com), the topics I have written about are mostly revolving around nutrition and healthy lifestyle. All of my work is already published on their website.

### **Content Writer**

**X3M Labs @ [www.extreme-labs.com](http://www.extreme-labs.com) — 2014-05 to 2017-12**

For the programming and gaming company which produces many applications I have been creating the content for their alternative medicine healing app. It included natural and home remedies in curing diseases.

## **EDUCATION**

**Ss. Cyril & Methodius University, Skopje, Macedonia**

**BA in English Language & Literature - 2010 to 2014**

Recognition for obtaining high results - 9.2 of 10

## **SKILLS**

- **Social Media Marketing** (Lead Generation, Facebook, LinkedIn, Twitter, Google Plus, SEO, Wordpress, Google Search Console)
- **Basic HTML & CSS**
- **Graphic Design** ( 3D Animation-Autodesk Maya, Adobe Photoshop)
- **Languages** ( English & German)
- **Tools** (ClickFunnels, ActiveCampaign, Google Analytics, Keywords Everywhere, Hootsuite, Feedly, Buzz sumo, Hubspot, Slack, Asana, Copyscape, Buffer, MailChimp, Canva, Adobe Spark, Bitly, Google Search Console, Ahrefs, Google Keyword Planner)

## **PROJECTS**

*January 2012*

“Dickens’ Bicentenary Event” @ British Council, Skopje, Macedonia  
**Speaker**

*May 2014*

“Reflections on Difference”  
Transatlantic Student Conference  
The Jewish community in Macedonia and America from today's’ point of view @ American Corner,  
Skopje, Macedonia  
**Speaker**

*April 2015*

“Writing in practice”  
Faculty of Philology, Skopje, Macedonia  
**Guest Lecturer**

*July 2018*

MA thesis - *The Role of Public Diplomacy in Small States’ Foreign Policy- The Cases of Republic of Macedonia and Republic of Slovenia*  
**Copy Editor**

*August 2018*

MA thesis- *A comparative analysis of immigration-related thread perception in the United Kingdom and Germany as civic and ethnic national identity states*  
**Proofreader**

*December 2018*

Ebook- *How to Infuse Your Tech Recruitment Process with Employer Branding*  
[www.codingame.com](http://www.codingame.com)  
**Content Writer**

*December 2018*

Use Case Marketing Materials  
[www.webfactory.mk](http://www.webfactory.mk)  
<http://webfactory.mk/web-factory-portfolio-en.pdf>  
**Content Writer**

*January 2019*  
Rewriting of political content  
[www.isouce.com.mk](http://www.isouce.com.mk)  
**Content Writer**

*March 2019*  
SEO Transport Guides  
[www.airportstaxitransfers.com](http://www.airportstaxitransfers.com)  
<https://city-airport-taxis.com/blog/experience-munich-like-a-local-top-things-to-do-when-in-munich/>  
**Content Writer**

*April 2019*  
Poems Translation  
European Union USAID  
**Translator**