



Angela Tagasi Popjanev

Personal info:

Born in Skopje, October 24th, 1973

Education:

1988 – 1992 High School USO “Rade Jovcevski Korchagin Mathematics and informatics

1992 – 1997 University “St. Cyril and Methodius”

ETF Electro technical faculty, Bachelor in computer science (electro-technical engineer - Computer Technics, Informatics and Automatics)

The story and personal motto:

After 20+ years in marketing and the energy is still there! I couldn't even imagine how things would evolve, I didn't plan any of it, just went for the opportunities and with a passion in my heart. From advertising and PR to commercial planning, from beautiful creatives and content, to endless sheets with numbers aligned to create that perfect symphony which outlines the business outcome after a successful campaign. Talent is 5%, the rest 95% is hard work and loving what you do ... and loving what you do - that is my endless inner motivator that still keeps me going and growing.

NOTHING IS IMPOSSIBLE AND EVERYTHING IS POSSIBLE!

The professional journey:

January 1998 – June 1999

Import Executive at Orka Trade Skopje

Responsible for:

- Communication with the firm's foreign partners and suppliers for ladies garments, shoes and accessories (Evita Peroni, Pedro Miragles, Pura Lopez, Christian Dior, Swish Jeans, Jayroma, Fila);
- ordering and importing goods for the chain of company's shops;
- preparing market strategies by performing consumer and market analysis;
- organizing and training of the sales team.

June 1999 – May 2000

Account Executive at Advertising Agency S Team Bates Saatchi & Saatchi

Responsible for:

- managing the advertising activities of the highly respected clients Procter & Gamble, Coca – Cola, Alkaloid, Okta, British American Tobacco, Toyota;
- preparing Agency Presentations and SWOT analysis for clients' planned advertising ATL and BTL activities;
- briefing and coordinating the Creative and Media Team;
- Managing the Clients budgets;
- planning and budget estimation, organizing, leading and monitoring of all advertising activities of the mentioned clients (ATL & BTL), followed by detailed field reports and competitive analysis; establishing a strong bond between the Agency Team and the Client itself, based on confidence, trust and loyalty.
- invoicing and budget monitoring, constant communication and cooperation with Agency's partners and suppliers (media and printing houses, digital studios, catering, travel agencies and transport companies, hotels ...)

May 2000 – October 2001

Marketing manager at Weekly Magazine Fokus

Responsible for:

- Preparing the weekly media plans for the magazine's Clients;
- Daily communication with all respected Clients and making contracts with new advertisers;
- Helping the Clients in the process of planning their ad campaigns, offering design solutions and ideas for their most effective promotion;
- Organizing the Creative Team in the magazine, working side by side during the preparation of each weekly issue;
- Invoicing and budget monitoring;
- Preparing detailed reports with consumer, competitive and media analysis;
- Analysis and planning future working strategies for the magazine.

October 2001 – December 2011

PR, Marketing Manager and Graphic Designer at TD Avto Kuca (Authorized Opel and Chevrolet dealer)

Responsible for:

- Planning of the Company's automotive advertising strategies;
- Defining the Yearly budget necessary for advertising and promoting the brands (Opel, Chevrolet, Dunlop, Fulda, Borbet) and services (mechanical and body and paint services, Station for vehicle exam and registration, Taxi Company) of Avto Kuca;
- Planning, developing and conducting all advertising campaigns for the above brands - Copyrighting, Graphic Design, Media planning and Budget spending;
- Participation in selection of company's staff, having in mind the requirements of General Motors' and Opel's requests and job specifications;

- Constant communications with media and automotive journalists necessary to promote company's current activities and advertising campaigns;
- Design and preparation of POP and POS materials (flyers, banners, flags, window stickers, car branding);
- Graphic Design and editing of the quarterly Company's magazine – Avto Kuca Info;
- PR and web activities, content update of company's website;
- Developing and building the Brands' Image, implementing the Club Card loyalty program for all present and potential customers;
- Organizing and conducting all ATL (TV, print, radio, web and outdoor campaigns) and BTL advertising projects (promotions, test drives, open doors ...) in correspondence with the Brands' Corporate Identity Standards – supported by General Motors and Sava Tires with its respected Advertising Agencies;
- Preparation of Competitive and SWOT Automotive Market analysis with accent on future positioning of the Company on the local market and developing strategies for attracting new and loyal customers;
- Close contact with all relevant partners and suppliers (media and printing houses);
- Marketing budget monitoring and reporting.

March 2012 - November 2015

Business & marketing consultant, graphic designer and HR administrator at CMS

GROUP doool:

Responsible for:

- Graphic design and developing marketing strategies / proposals for social networks presence and content marketing;
- Maintaining financials and budgets for company's activities;
- Consultation for all relevant law regulations and business possibilities for current and potential clients;

December 2015 - January 2017

PR, Advertising, CSR and Digital content specialist at Avon Macedonia

Responsible for:

- Communication with third parties, media, agencies, NGOs ...
- Planning and execution of PR and advertising campaigns and related public appearances
- Preparation and publishing of Avon articles in the media
- Organizing of PR events and local press conferences
- Cooperation with local celebrity endorsers & influencers
- Internal communication with Avon Associates and Field, in correlation with HR; conference support with relevant PR content;
- Active participation in Sales & Marketing Synergy, preparation and participation on ZM/UL conferences;
- Planning and coordination of CSR PR local campaigns;
- Monitoring, analysis and reporting of all local PR campaigns;
- Budget management and relevant vendor registration;
- Preparation, writing and managing of PR content on the digital owned channels and

social media (FB, YT, Instagram, web page).

February 2017 - October 2021

**Campaign planning and PR/CSR Supervisor in AVON Macedonia
(Lead of Commercial Marketing stream)**

Responsible for:

- Project management and planning of new products launches on local and regional markets
- Full owner and leader of the campaign planning process / positioning / pricing / promotion in accordance with the main KPIs
- Supervising a team of copywriters and proofing localization of all developed selling vehicles (printed and digital), in accordance with the 5C's principle of customers communications (Communication, Convenience, Creativity, Clarity, Compliance)
- Ensuring incremental growth of sales and marketing KPIs, in line with the yearly plans and undertaking corrective actions to address KPIs in case of risks vs. operational targets;
- Implementing initiatives on country level to support category targets and performance;
- Planning and delivering proper support for key launches activation in line with the local or regional strategy both in terms of full PR / ADV ATL & BTL, both offline and online actions to support newness and boost brand image;
- Leading CSR activities for 2 causes: Breast cancer and Domestic violence, maintaining close relations with partner NGOs, ensuring regular supportive donations;
- Preparing business cases for margin-related marketing investments and control the spending of marketing-related budgets;
- Ensuring pricing compliance during campaign planning;
- Tracking and understanding competitors' pricing and activity in order to maximize seasonal opportunities and plan attractive merchandising;
- Providing feedback for estimated sales volume of categories, and top key offers in order to better manage product mix;
- Following and implements learnings from Consumer Researches, Post Campaign Analysis and Focus Groups;
- Preparing and executing quarterly brochure presentations to the sales team;
- Coordinating with branch on product availability, inventory and substitutions topics;
- Working in close cooperation with local finance, Sales Representatives / Managers, Sales Support and Training departments to contribute to local processes;
- Participating in cascading meetings or field conferences to present both marketing and PR plans / newness and collect inputs.
- Planning and implementation of yearly strategy for Marketing and PR, based on local Brand health tracker and Euromonitor insights.
- Full planning and monitoring of yearly budget expenses for both Commercial marketing and PR activities (REP and Consumer activation and incentives).
- Daily monitoring of sales, thus planning and implementing unplanned actions to strengthen the Sales trends and boost overall results.

Business & marketing consultant, graphic designer and HR/admin administrator at CMS Development center dooel:

Responsible for:

- Graphic design of POS & POP materials; planning and developing marketing strategies / campaign projects & proposals for social networks presence; copywriting;
- Maintaining administration and financials for company's activities;
- Graphic design and developing marketing strategies / proposals for social networks presence and content marketing;
- Organization and execution of team building events for clients, with tailor-made content and activities.

Certificates, courses and milestones:

- 2003 – 2011 Continuous advertising and marketing trainings from Opel and Chevrolet for developing the brands image and implementing new marketing strategies
- Certificate of attendance at Dr. Phillip Kotler's lecture: Challenges of the marketing in the 21st century
- Certificate of attendance for successfully completing Resolving Conflict and Emotional Intelligence seminar (March 2014)
- Creativity and innovation at workplace workshop (May 2016)
- Certificate for completing Communication training (June 2017)
- Certificate for completing LEAD program for People managers in Warsaw (June 2018)
- Certificate from AVON Digital Marketing Academy (May 2020)
- Change Management training (September 2019)
- Managing remote teams for People managers training (October 2020)
- Passed extended Neuromarketing training studying customer behavior patterns, held by dr. Cristophe Morin, the author of the book The Persuasion Code (June 2020)
- Talent aquisition training (January 2021)
- Leading with complexity training (June 2021)
- Certificate for Agillity in HR training from Management 3.0
- ICAgile certified proffesional - Agillity in HR (April 2021)
- Winner of 2 BRAVO recognition awards at AVON in the category Best motivated employee (Q2 2018) and Innovations (Q3 2018),
- Received Purpose advocate award for CSR donations & campaign execution (COVID -19 donations and Domestic violence campaign & donation in Q2 2020), Profit wizard award in Q3 2020.
- Recognition for Top gold and silver club sales results as Avon Representative
- Certificate from Semos Education for finished course MS 55232: Writing analytical queries for Business Intelligence (October 2021)
- Certificate from Semos Education for finished course MS DA-100: Analyzing data with Power BI (November 2021)

Skills:

- Excellent knowledge of Adobe Photoshop, Illustrator, InDesign Microsoft Office (Word, Excel, Power Point, Outlook);
- Highly experienced in copywriting and content creation for offline and online channels of communication and update of company's PR page; digital planning and execution on SoMe channels (FB, IG, YT);
- Preparation of video content for SoMe;
- Leadership and mentoring skills, result oriented and committed to growth;
- Creative mind, prone to simplified execution of both projects and daily processes
- Problem solving, project management, time management, people management, organizational and analytical skills

- Skilled with online apps usage such Teams and Zoom

Hobbies and interests:

- Interior design, fashion, crochet & handmade DIY projects, classical music, literature, movies, art, travel
- Proud owner and creator of [Tagasowski](#) handmade brand.

Personal characteristics:

- Highly organized and disciplined, thorough and hardworking, fast learner, agile, loyal, ethical and with high moral standards, proactive, analytical, communicative, people oriented ... (check out my DISC analysis enclosed)

Languages:

- **English** – fluent in oral/read/write
- **Bulgarian** – basic to moderate speaking and language knowledge
- **Serbian / Croatian** – fluent in oral/read/write

Family status:

Married over 20 years and a proud mom to a boy student :)

Drivers license:

B category, active driver since 1999

Contact:

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LinkedIn profile [here](#)