



# Ivana Sarandeska



## Work Experience

Content Marketing Strategist |  
SEO Specialist | Writer  
UpWork  
Jul 2014 – Present

SEO Consultant  
Dept  
Oct 2022 – Feb 2023

Digital Production Specialist  
CRMT Digital  
May 2020 – May 2021

Digital Marketing and SEO  
Specialist  
Blockchain Exchange Ltd.  
July – August 2018

Copywriter  
Symphony Solutions  
June 2017 – June 2018

Online projects and SM  
Specialist | Translator  
Oriflame Cosmetics Macedonia  
Sept 2015 – Aug 2016

Digital Marketing and SEO  
Specialist  
CodeWell, "MarkO – Your Smart  
Task Buddy"  
Oct 2014 – Feb 2015

Internship: Content Uploader  
IT Labs  
June – Jul 2014



## Tools & Skills

Ahrefs  
SEMRush  
SerpStat  
Screaming Frog  
Surfer  
Mangools  
ContentKing  
Google Ads  
Google Analytics  
Google Data Studio  
Google Search Console  
Mail Chimp  
Eloqua  
Marketo  
Mautic/Acquia

Adobe Photoshop CC  
Canva

Jira  
Confluence  
Asana  
ClickUp  
Teamwork  
Notion

HTML  
CSS  
Bootstrap  
JavaScript/jQuery  
ReactJS



## Education & Certification

Front-end Development  
Brainster Academy, Skopje  
March – May 2019

Keyword Research  
SEO Toolkit  
Content Marketing Toolkit  
SEMRush Academy  
Nov 2019

Microsoft Certified Professional  
Programming in HTML5 with  
JavaScript and CSS3  
Microsoft  
Nov 2017

Scrum Basics Class  
Agile Space  
Sept 2017

New Era of Marketing  
AIESEC, Skopje  
Nov 2011

Bachelor of E-business  
Ss. "Cyril and Methodius";  
Faculty of Economics, Skopje  
Sept 2008 – Dec 2012

Certificate of Advanced English  
[CAE]  
Cambridge University  
Dec 2007