



# GABRIELA DONEVA

## DIGITAL MARKETING SPECIALIST

A strong believer in solving societal emerging challenges by using the power of technology. Tried to save the world by creating a web-based solution about formal education, but somehow along the way, I fell in love with digital marketing.

### CONTACT



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Skopje

### LANGUAGE

Macedonian  
English

### EDUCATION

#### SS. CYRIL AND METHODIUS UNIVERSITY

FACULTY OF PHILOSOPHY - INSTITUT OF  
PEDAGOGY

2016 - current

### WORK EXPERIENCE

#### Digital Account Manager

McCann Skopje  
2022- current

- Planning and creating strategies for digital marketing
- Managing clients' social media accounts
- Managing WordPress websites
- Creating content
- Copywriting
- Community engagement
- PPC

#### Project Manager

Cozab Chicago  
2021- 2022

Cozab Media is a sister company of the chain Outreach Masters. I was given the opportunity to create a team that will do outreach to high-ranking websites and secure media placements for our clients as part of the SEO strategy.

- Manage a company of 24 people, separated into 6 teams
- Task delegation and business development plan
- Solve any challenges and problems in the company
- Manage budgets for ads and media placements
- Create designs for media placements
- Create, develop and implement email campaigns
- Monitor and report on progress
- Manage a content planning team
- Creating content production plan
- Create reports and directly answer to the CEO
- Make and implement executive-level decisions

# GABRIELA DONEVA

DIGITAL MARKETING SPECIALIST

## TECHNICAL SKILLS

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- Microsoft Office Package:
- G-Suite
- Canva
- Mailchimp
- Typeforms
- Facebook Ad manager (Meta)
- Hootsuite
- WordPress
- Asana
- Hunter.io
- Pipedrive
- Ahrefs

## WHY ME?

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*As a person, I am obsessed with checklists, so setting goals, prioritizing and completing tasks never felt like a challenge for me.*

*But then I found a challenge in marketing and it's driving me to do better by the day.*

*By nature, I am eager to learn anything new and in this field there is always something new.*

*I am a strong believer in teamwork and I tend to prioritize my teammates' opinion and accomplish things together.*

*Some of my strongest assets are paying attention to detail, analyzing and problem-solving, so it fit right in the job description.*

*The bad side of me? I'm obsessed with Coursera, HubSpot and YouTube tutorials. So, I might just annoy teammates when I get the chance to share and ask for their thoughts on the thing I watched last night.*

*So don't hesitate to call, I'm always open to answer any questions you might have!*

## WORK EXPERIENCE

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### Digital Account Manager

Chapter 4 - Skopje

2020- 2021

- Developing OOH marketing strategies
- Developing social media strategies for clients
- Managing clients' social media account
- Content writing (blogs and posts)
- Website content development
- Copywriting
- Day to day communication with clients
- Supporting the PR team

### Project Assistant

SkopjeLab - Innovation Center for

City of Skopje

2018- 2019

- Managing social media accounts: strategy, content, design, posting, promotions and ads, reporting (Instagram, Twitter, Facebook)
- E-mail marketing: Copywrite, content, design (MailChimp)
- Reaching out to media and developing content for further promotion of the projects to a wider public (TV, Web-portals)
- Conducting research and redirecting projects for further growth
- Organizing events (workshops, conferences)

### Project Assistant

SmartUp - Social Innovation Lab

2018- 2019

- Project planning
- Assigning tasks to team members
- Strategic planning and ensuring timelines meet
- Conducting research
- Financial reporting
- Performance reporting
- Organizing events (Workshops, Conferences)
- Preparing agreements for new employees regarding specific projects
- Social media marketing (Instagram, Facebook, Twitter)
- E-mail marketing (Mailchimp)
- Developing content for blogs (Medium)
- Designing social media posts (Canva)
- Developing content for websites