

Aleksandra Jakimoska

Digital Marketing Specialist



PROFILE

Date of Birth

08.02.1994

Location

Ohrid, North Macedonia

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MARKETING SKILLS

SEO

Semrush, Ahrefs, and Link Building techniques

Social Media Advertising



Email Marketing

SendGrid, Mailchimp

Google

Analytics, Ads, Tag Manager

Facebook for Business

Content Marketing

Quantitative and Qualitative Research

Social Pilot, Hootsuite

Quantitative and Qualitative Research

Writing advertising copy

LANGUAGES

Macedonian

Native

English

Full Professional Proficiency

PROFESSIONAL EXPERIENCE

2018 - Present

Agni Travel LTD, Headquarters: Guildford, Surrey, UK

Subsidiary: Bold Development, Ohrid, North Macedonia

Digital Marketing Manager/ Head of Marketing

Tasks and responsibilities

- Creating a marketing plan with goals and benchmarks to meet
- Planning digital marketing campaigns (SEO/SEM, email, social media, content)
- Managing social media platforms and creating a social posting calendar
- Building and maintaining social media presence
- Writing, editing and proofreading online content
- Optimizing website and social media for SEO and readability
- Tracking and measuring SEO and Google Analytics to provide monthly reports
- Managing contests and giveaways
- Developing and monitoring campaign budget
- Measuring and reporting performance of all marketing campaigns
- Evaluating important metrics that affect the website traffic
- Partnering with influencer specialists to improve marketing results
- Identifying the latest trends and insights
- Managing, leading, training and motivating Marketing interns

Achievements

- Increased website traffic by creating and implementing an effective SEO strategy
- Generated uplift in organic traffic to the website within 7 months
- Created an effective paid Facebook and Instagram advertising campaigns which generated double website visits
- Reduced online spending by taking over the management of paid campaigns
- Built over 13k Facebook following and 3k Instagram following starting from scratch
- Increased online sales by developing an effective marketing plan and strategy
- Mastered working with Google Analytics in order to provide relevant reports

2018 - Present

Bold Development, Ohrid, North Macedonia

Human Resources Manager

Tasks and responsibilities

- Creating job descriptions and advertising open positions
- Managing the hiring and recruiting process (reviewing resumes, conducting interviews, drafting emails)
- Managing a team of over 15 employees
- Administering employees salary and benefits

SOFT SKILLS

Written and verbal communication

Detail oriented

Creativity

Listening

Stress management

Leadership

CERTIFICATES

Google Analytics

Beginners and Advanced, 2019

Google Digital Garage

Fundamentals of Digital Marketing, 2019

Google Ads Search Certificate

2019

Google Ads Display Certificate

2019

SEO Fundamentals, Keyword Research, Link Building Exam

SemRush, 2019

Google Ads Measurement Certificate

2019

Udemy

How to write copy that sells, 2018

INTERESTS

Music

Concerts

Travel

BASIC KNOWLEDGE

WordPress

Basic interaction with the CMS platform - posting, scheduling, link and content structuring

Photoshop

Basic photo editing and preparing a visual content for social media.

- Ensuring that the company is legally compliant in all its employment activities
- Tracking employees performance
- Addressing employees personal issues and dealing with their emotional problems
- Participating in disciplinary and termination meetings

Achievements

- Built an efficient and effective team
- Developed thick skin
- Learned how to manage stress

2016-2018

Populizr, Ohrid, North Macedonia

Content Manager

Tasks and responsibilities

- Writing and proofreading content
- Creating a cross-platform content strategy
- Building a following on social media
- Managing content across all social media platforms
- Collaborating with marketing and design team to plan and develop site content, style and layout
- Optimizing content according SEO
- Editing other writers' content

2015-2016

Global House, Ohrid, North, Macedonia

English Second Language Teacher

Tasks and responsibilities

- Planning, preparing and teaching lessons
- Designing English teaching programs
- Adjusting instructions to meet all students' learning styles
- Selecting appropriate materials, resources, books
- Assessing, tracking and providing timely feedback on achievement
- Completing administrative tasks
- Supervising students' attendance and behavior

EDUCATION

2018-Present

MSc in Marketing and Management, Faculty of Economics

"Ss. Cyril and Methodius", Skopje, North Macedonia

2012-2017

BA in English Language and Literature, Faculty of Philology "Blazhe Koneski", Skopje, North Macedonia

2008-2012

High School of Business and Economics, "Ss. Cyril and Methodius" Ohrid, North Macedonia