

Aleksandra Jakimoska

Digital Marketing Specialist



PROFILE

Date of Birth

02/08/1994

Contact

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Location

Ohrid, N. Macedonia

Email

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MARKETING SKILLS

SEO

Semrush, Ahrefs, SEO Minion, Alexa, Moz

Social media advertising



Social media management

Hootsuite, SocialPilot

Email marketing

SendGrid, Mailchimp, ActiveCampaign, Drip

Google

Analytics, Ads, Tag Manager

Project management

Slack, Asana, Teamwork, TimeDoctor

Payment platforms

Bill, Justworks, Payoneer

LANGUAGES

Macedonian

Native

English

Full Professional Proficiency

PROFESSIONAL EXPERIENCE

2020-present

Upwork

Freelance Copywriter

2020

360 Quote LLC, Tampa FL, USA

SEO Research Associate Editor

Tasks and responsibilities

- Reviewing and analyzing the sites for areas that can be improved
- Identifying strong keywords and links
- Editing content to include SEO characteristics (title structure, keywords, links)
- Optimizing all written content and images
- Fixing tagging of images and posts
- Reviewing heading tags

2018 - 2019

Agni Travel, Guildford, UK

Digital Marketing Manager

Tasks and responsibilities

- Planning digital marketing campaigns (SEO/SEM, email, social media, content)
- Managing social media platforms and creating a social posting calendar
- Writing, editing and proofreading online content
- Optimizing the website and social media for SEO
- Tracking and measuring SEO and Google Analytics to provide monthly reports
- Measuring and reporting performance of all marketing campaigns
- Managing, leading, training and motivating Marketing interns

Achievements

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

SOFT SKILLS

Written and verbal communication

Detail-oriented

Creativity

Listening

Stress management

Courses & Certificates

Google Analytics

Beginners and Advanced, 2019

Google Digital Garage

Fundamentals of Digital Marketing, 2019

Google Ads Search Certificate

Google Ads Display Certificate

SEO fundamentals, Keyword Research & Link Building

Semrush, 2019

How to write copy that sells

Udemy, 2018

INTERESTS

Music

Concerts

Travel

BASIC KNOWLEDGE

WordPress

Basic interaction with the CMS platform- posting, scheduling, link building

2018-2019

Bold Development, Ohrid, N.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
- Tracking employees performance

2016-2018

Populizr, Ohrid, N.Macedonia

Content Manager

Tasks and responsibilities

- Writing and proofreading content
- Building a following on social media
- Managing content across social media platforms
- Optimizing content according to SEO
- Editing other writers' content

EDUCATION

2018-2020

MSc in Marketing and Management, Faculty of Economics 'Ss Cyril and Methodius', Skopje, N.Macedonia

2012-2017

BA in English Language and Literature, Faculty of Philology 'Blaze Koneski', Skopje N.Macedonia

2008-2012

High School of Business and Economics, 'Ss Cyril and Methodius' Ohrid, N.Macedonia