



Ilija Ristov

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ABOUT ME

I am a highly motivated 25-year-old professional currently working in the marketing sector at Sopro. With a strong passion for continuous learning and seeking new experiences, I possess excellent communication skills and strive to build meaningful relationships with clients and colleagues alike. Over the past 18 months, I have gained extensive experience in client management, market research, and developing effective marketing strategies to connect ideal customers with my clients.

Throughout my career, I have actively engaged in intercultural seminars, training courses, and projects, which have honed my adaptability and ability to perform under pressure. As a proficient PC user, I am adept at learning new skills and overcoming challenges. My empathetic nature, combined with exceptional communication skills, has contributed to my proficiency in team building and collaboration with coworkers.

Furthermore, my involvement in volunteering and youth activism has instilled in me strong organizational skills and excellent time management abilities. I am driven to make valuable contributions to any team, ensuring exceptional customer experiences and fostering a positive work environment for colleagues.

Overall, my dedication, professionalism, and commitment to personal growth make me a valuable asset to any organization in the marketing industry. I am eager to leverage my skills and knowledge to drive success and exceed expectations in all aspects of my work.

WORK EXPERIENCE

Marketing Operations Executive

Sopro [24/01/2022 – Current]

City: Skopje

Country: North Macedonia

Responsible for client communication and campaign management

- Strategize growth and ROI strategies with clients
- Set up and manage Email Marketing Campaigns using internal systems
- Perform data searches to identify and rectify errors in campaign data

Provide assistance with platform integrations (HubSpot, Salesforce, Zoho, Pipedrive)

Conduct A/B testing and optimize campaigns for optimal results

Generate and distribute daily and weekly activity reports for clients

Review real-time performance data, segmenting it based on templates and technological configurations
Monitor data trends and patterns

Efficiently plan and schedule day-to-day campaign activities

- Utilize internal systems for effective campaign delivery

- Adhere to operational processes and workflows
- Handle up to ten client campaigns simultaneously

Demonstrate exceptional multitasking and time management skills

Contribute to the development of core product features and services

- Propose enhancements to improve performance and reduce costs

Drive innovation and maintain competitive edge in the market

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- Skills: Market Analysis · Attention to Detail · Analytics · Spreadsheets · Campaign Strategies · Oral Communication · Key Accounts · Organization Skills · Business · Digital Strategy · Marketing Management · Market Research · Marketing Analytics · Time Management · Critical Thinking · Social Media · Marketing campaigns · Account Management · Project Management · Prospect Research · Lead Generation · B2B Marketing · Google Docs · Sales & Marketing · Business-to-Business (B2B) · Marketing · Analytical Skills · Marketing Strategy · Digital Marketing · Microsoft Office · Performance Marketing · Google Sheets · English · Performance Management · Marketing Campaign Management · Email Marketing · Business-to-Business Advertising · A/B Testing

Truck Dispatcher

Yopo Expedite [13/07/2021 – Current]

City: Negotino

Country: North Macedonia

I work in the POD department regarding loads for trucks. My main responsibilities are opening and closing loads for trucks. What that means is that I have a limited number of drivers and I take care that their loads are open and after they are finished, paid. I am in constant communication with the truck drivers who are driving the loads and making sure that the documents necessary for closing the already driven loads are in best order. So in general I start and finish the job when it comes to driving loads from point A to point B. It takes a great amount of focus, responsibility and problem solving skills in order to execute this job well. Teamworking is also very important part of the job considering I work in a department with more people so in order for everything to function properly we need great communication skills as well as great amount of understanding and teamwork.

Operator in a factory

DRÄXLMAIER Group

City: Kavadarci

Country: North Macedonia

My main responsibilities were starting the process of creating different parts for different cars. In order for the process of creating and manufacturing the part to start my responsibility was to scan and put the basics, first components of the part that was supposed to be produced and gather and select everything that was needed for the particular part that we were producing. We were working in teams of 20 to 25 people so in order for the job to run well, all of us played great part in the process. It was a job role that required great amount of discipline and teamwork, as well as good communication skills.

Waiter/bartender

M&M Caffe and Caffe Piazza Negotino

City: Negotino

Country: North Macedonia

- Kept server areas clean and stocked during service hours to increase efficiency while working tables.
- Maintained customer satisfaction with timely table check-ins to assess food and beverage needs.
- Handled customer complaints professionally, resolving issues through diplomatic acknowledgment and commitment to service.
- Greeted new customers, discussed specials, took drink orders and built immediate positive connections with guests.

EDUCATION AND TRAINING

High-school degree

Ss. Cyril and Methodius High School - Negotino [01/09/2012 – 01/06/2016]

Address: ул., Индустриска,, б.б. Неготино, 1440 Negotino (North Macedonia)

Bachelor of political science

Ss. Cyril and Methodius University in Skopje, North Macedonia [01/10/2018 – Current]

Address: blvd. Goce Delcev 9, 1000 Skopje, 1000 Skopje (North Macedonia)

LANGUAGE SKILLS

Mother tongue(s): **Macedonian**

Other language(s):

Serbian

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Microsoft Word / Microsoft Office / Microsoft Powerpoint / Social Media / Google Drive / Google Docs / Zoom / Facebook / Instagram / Internet user / Power Point / Microsoft Excel / Organizational and planning skills / Team-work oriented / Good listener and communicator / Decision-making / Analytical skills / Critical thinking / Marketing B2B B2C / Business to Business (B2B) Sales Services / Marketing strategy / Marketing Research / 📊 Marketing research / Data Handling / Handling huge datasets

CONFERENCES AND SEMINARS

Youth pass for successfully completing the Contact Making Seminar "From EVS to ESC: Experimental Learning in Volunteering" Poland - Erasmus+ project.

[Zebrzydowice, Poland, 01/12/2019 – 08/12/2019]

Conference about media and media literacy for young people.

[11/2019 – 11/2019]

PROJECTS

First international summer camp, Switzerland, for intercultural communication, child rights, anti-discrimination, gender and conflict transformation, Pestalozzi Children's Foundation Trogen.

[26/07/2013 – 08/08/2013]

Second international summer camp, Switzerland, for intercultural communication, child rights, anti-discrimination, gender and conflict transformation, Pestalozzi Children's Foundation Trogen.

[31/07/2014 – 14/08/2014]

Youthpass for "The Muscle Factory (part 2)", Luxembourg - Erasmus+ project. Organised in Schuttrange, Luxembourg.

[15/09/2019 – 21/09/2019]

Certificate for successfully finished training course for climate activists. The project was supported by the Norwegian Embassy and organized by Gaia, Kosovo.

[01/07/2019 – 07/07/2019]

Youthpass for "Volu..teerism vs Volu..tourism" , Erasmus+ project, organized in Busteni, Romania.

[16/10/2019 – 25/10/2019]

VOLUNTEERING

Volunteer at VCS Skopje

[Skopje, 01/10/2019 – Current]
