

**DRIOLE BALA**  
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KOSOVO

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## EDUCATION

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### **International Business College Mitrovica, Mitrovice, Kosovo**

- Master's in International Management and Leadership

### **UCL Erhvervsakademi og Professionshøjskole, Odense, Denmark**

- ERASMUS+ Exchange Program– International Sales and Marketing

### **International Business College Mitrovica, Mitrovice, Kosovo**

- Bachelor of Marketing and Management – International Sales, Marketing & Management

### **Vilniaus Kolegija/University of Applied Sciences**

- Bachelor of Business Administration - BBA, International Sales and Marketing

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## PROFESSIONAL EXPERIENCE

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### **DB HERS (E-commerce)**

April 2021 - Present

#### **Part time Social Media Manager & Co - Founder**

- Manages and analyzes sales monthly
- Social Media Performance Analysis
- Leading the development of short and long-term strategies for the company
- Setting the company's mission and vision
- Maintaining awareness of the competitive market landscape and industry trends

### **SUPERLINKS**

Dec 2023 - Apr 2024

#### **Growth Advisor**

- Book calls with potential prospects, SaaS, EdTech, AI Industry, E-Commerce, Digital Marketing and SEO Agencies
- Research and find relevant contacts
- Responsible for Email Template Writing & Outreach
- Responsible of email warmup
- Update CRM and Account Management Sheets

### **MANAFERRA INC.**

Jan 2023 - Apr 2024

#### **Growth, Business Development Team Lead**

- Team monitoring & mentoring
- Sales Calls with potential clients about SEO and Link Building services.
- Conducted 6 figures sales within 5 months (focused selling Link Building and Digital PR Campaigns)
- Suggest and implement new B2B sales opportunities
- Responsible for building long-term relationship with clients
- Booked calls with potential clients in Higher Ed. Industry, including some of the top 10 Ivy league universities.

- Client retention/ up-sell, cross-sell
- Management of the processes, workflow and efficiency within Business Development Department
- Outreach/ Results Performance Analysis
- Manage all the various tasks efficiently and effectively using the tools and technology offered by the company. This includes project management, conversation management, data analysis, document sharing, and collaboration tools, scheduling and meeting tools, and more.

## QTA MITROVICE (DURMART)

Jun 2020 – May 2021

### Assistant Marketing Manager

- Head of Social Media Marketing - QTA Logistics (Wholesale)
- Social Media management - QTA and its supermarkets
- Organizing the yearly holidays and important events
- Responsible for sales campaigns and the digital marketing
- Conduct thorough analysis of competitors' pricing structures.
- Identify pricing trends and opportunities for strategic positioning.
- Provide insights for optimizing our pricing
- Product and campaign Photography

## BELLA SPOSA (Bridal & Event Planner Store)

Nov 2016 – Jun 2020

### Senior Sales Representative

- Counted and verified sales on daily basis
- Greeting customers and offering customer service
- Foster and maintain positive relationships with clients.
- Regularly engage in open communication to understand client needs.
- Develop and execute strategies for long-term client retention.
- Identify opportunities for upselling or cross-selling based on client goals.
- Achieving established daily & monthly goals
- Managed teams and projects on field

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## SKILLS, ACTIVITIES & INTERESTS

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- **Certification & Training:**  
**Leadership Program:** Leadership, Management Styles, How to lead a team etc. - Manaferra L.L.C, (1year participation)  
**Certificate of Excellence** - QTA Mitrovice (Durmart),  
**Junior Geek Program:** Entrepreneurship, Social Media Management, Digital Marketing and SEO, Body language Presentation Skills, AI, Multimedia etc – Innovation Centre of Kosovo (ICK),  
**Junior Geek Hackathon:** Winner of the Junior Geek hackathon; First Place – Innovation Centre of Kosovo (ICK),  
**Communication and leadership skills** – Ipko Foundation (IF)
- **Technical Skills: Outreach, Sales and Account Management:** BuzzStream, Apollo, Smartlead, Warmup, Sales Navigator, Click Up.  
**SEO:** SEMrush and Ahrefs.
- **Knowledge:** Fundamentals: SEO and how link building impacts search engine rankings  
Digital PR and Marketing Fundamentals: Blog posts, Content Creation, Marketing Strategy and Digital PR strategy.
- **Activities:**  
**Volunteer at EIK** (Educators Innovation of Kosovo) non-profit organization  
**Internship at ViPRINT** (Sales & Marketing & Product production)  
**IBCM: Class Representee**, Marketing and International Sales Spur  
**IBCM: Secretary** of the University's President
- **Interests:** Traveling, Kick Box and growing small businesses.

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## LANGUAGE

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**Albanian** (Native), **English** (C2), **Turkish** (A2), **German** (A2)