

Jovana Todeva

Dynamic, organized, and detail-oriented social media marketing and content specialist with a BSc in Accounting and Audit. Experienced in content writing, content editing, research, fact-checking, copywriting, and creating engaging content and social media strategies and posts across different channels. Passionate about learning new skills and thriving in fast-paced environments. Always eager to take on new challenges and expand my expertise.

EXPERIENCE

Data Masters, Skopje — Social Media Marketing & Content Specialist

February 2024 - PRESENT

- Created and distributed engaging content, including social media posts, blog posts, articles, videos, and social media campaigns, in both English and Macedonian.
- Designed, implemented, and tested social media campaigns (organic and paid) to drive growth, increase audience engagement, and deliver measurable results.
- Worked on different social media platforms, including Instagram, Facebook, LinkedIn, Twitter/X, YouTube, Reddit, etc.
- Tracked, analyzed, and reported on key performance indicators (KPIs) such as website traffic, social media engagement, and campaign ROI, presenting insights to stakeholders.
- Conducted market research and competitor analysis to identify trends, refine content strategies, and optimize digital performance.
- Collaborated with cross-functional teams to ensure marketing initiatives aligned with business objectives.
- Leveraged SEO best practices and tools to optimize content performance across multiple digital channels.

HE Group, Skopje — Copywriter & Social Media Manager

September 2020 - October 2023

- Content writer for multiple clients.
- Copywriting, proofreading, editing, SEO writing.
- Fact-checking and editing content written by other writers.
- Writing about various topics including technology, investments, taxes, accounting practices, web hosting, hosting providers, SEO practices, domains, social media, websites, etc.
- Creating both short and long-term content in the form of articles, social media posts, step-by-step guides, expert reviews, guest posts, comparisons, etc.
- Researching topics and coming up with relevant and engaging ideas for articles and social media posts.
- Created sales copies and pages.
- Writing in accordance with the guidelines and checklists from multiple clients.
- Created content and managed social media accounts for different clients across multiple platforms.

Dago Mermeri DOOEL, Kochani — Accounting Assistant

December 2019 - June 2020

- Processing and recording transactions.
- Recording journal entries.
- Assisting in creating financial reports.
- Corresponding with domestic and foreign business partners.
- Creating reports for clients.

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EDUCATION

University American College, Skopje — BSc in Audit and Accounting (ACCA Accredited)

September 2018 - October 2022

SKILLS

Highly-organized.

Meticulous and resourceful.

Proactive and open to new challenges.

Attention to detail.

Excellent time and task management.

CERTIFICATES

CAE Cambridge C1 English Certificate – Certification for C1 level knowledge of the English language.

Peregrine certificate of completion for the course/exam Bachelor in Business Economics and Management Outbound Assessment.

Member of Delta Mu Delta Honor Society – Pi Alpha Chapter.

LANGUAGES

- Macedonian
- English
- Serbian
- Spanish
- Bulgarian