

# Fiona Govori

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## EDUCATION

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**Faculty of Economics**

**Prishtina, Kosova**

*Bachelor of Management and Informatics | GPA: 9.23*

*2021-2025*

- **Relevant Coursework: Marketing and Business Management**

## WORK EXPERIENCE

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**Manaferra**

**Prishtina, Kosova**

*Outreach Associate*

*November 2023- Present*

- Conduct outreach and create relationships with websites for link-building opportunities.
- Write personalised email templates to maximise responses
- Researches and identifies potential partners, ensuring alignment with brand objectives and content strategies.
- Track and analyse outreach performance metrics to optimize campaign effectiveness and report results to stakeholders.

**Manaferra**

**Prishtina, Kosova**

*Growth Advisor*

*June 2024- September 2024*

- Build relationships with potential partners, clients, or collaborators.
- Negotiate deals and partnerships that can expand the company's reach or capabilities.
- Coming up with creative and out of the box ideas to sell people what we offered.
- Adjust strategies based on performance data and feedback
- Identify new areas of growth for the company

## LEADERSHIP EXPERIENCE & ACHIVMENTS

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**Manaferra**

*Outreach Associate*

Required a good number of links monthly which resulted on reaching my target every month.  
Got SUPER LINKS (links from website with million in traffic and DR of 90) Websites like HubSpot, Wise etc

**Manaferra**

*Growth Advisor*

Aquired alot of booked sales called by reaching alot of interested people.  
80% of they interested responded turned into booked sales calls

## TRAINING & INTERESTS

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**Udemy** - Dataware house concepts, Excel: Starter Guide,  
SQL for beginners

**RIT KOSOVA** – Graphic design (Figma, Photoshop, Premier ,3D Design)

**ICK** - Soft Skills, Digital Marketing, Banks and Finances

**Interests** - Marvel, Gym, Drawing, Reading