

# Arbnora Gashi

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## **EDUCATION**

**Riinvest College**

**September 2022**

Bachelor Degree on Management & Marketing

**Riinvest College**

**September 2024**

Master Degree on Communication and Business Management

**Creative Hub**

**August 2024**

Digital Marketing Academy

Acquiring skills in: Search Engine Optimization, Facebook Ads, Google Tag Manager and Google Ads, Google Analytics, Email Marketing, Copywriting and Digital Marketing Strategy.

## **PROFESSIONAL EXPERIENCE**

**Mendem, Berlin**

**April 2024-Present**

Digital Marketing-Freelance

- Managed and enhanced Amazon and eBay listings with SEO-focused keywords, A+ content, and high-quality visuals, driving higher visibility and conversion rates.
- Boosted customer satisfaction by managing reviews, addressing inquiries, and executing promotional strategies, contributing to increased sales and strong seller ratings.

**MerrJep**

**January 2020- Present**

Marketing and Office Manager

- Created and executed marketing strategies, focusing on improving systems and processes.
- Worked closely with teams across departments to enhance efficiency and deliver a better customer experience.
- Led cost-effective initiatives that strengthened collaboration and improved project outcomes.

**Maxx Group**

**May 2020 – November 2020**

Marketing Assistant

- Supported impactful promotional campaigns, enhancing customer engagement and brand presence.
- Conducted analytics to measure campaign success and improve marketing efforts.

**Gama Europharm**

**May 2019 – March 2020**

Advertising Manager

- Directed B2C marketing campaigns to increase product visibility and customer reach.
- Managed advertising strategies, ensuring alignment with organizational goals.

## **LANGUAGES**

- Albanian (native)
- English (fluent)
- German (intermediate)