



Dimitar Todorovski

- Skopje, North Macedonia
- dimitartodorovski3103@gmail.com
- [Dimitar Todorovski](#) - LN Profile
- +389 78 239 898
- 31.03.1995

Marketing Specialist | Writer

Experienced marketing professional with 4+ years in EdTech and software development, specializing in content creation and email marketing. Skilled at building and engaging audiences through carefully crafted content. Passionate about writing, with daily practice that includes a personal newsletter sent to over 100 subscribers, aimed at inspiring others. Successfully grew a client newsletter to around 3k subscribers, showcasing my expertise in audience engagement and authority-building. Currently working on a novel, set for release in 2025.

Core Skills

- Digital & Online Writing
- Digital Campaign Strategy & Management
- Communication Development & Storytelling
- Email Marketing: Copywriting, & Funnel
- Content Creation & Social Media Management
- Website Content Development: Landing Pages, Copywriting, & CTAs
- Video Editing (CapCut, VN, Canva)
- Event Management & Live Streaming Coordination

User Of Tools

- Mailchimp
- ContactPigeon
- Streamyard
- Hotjar
- Ahrefs
- Screemeng Frog
- Airtable
- Canva
- Taskede
- Zapier
- Canva
- WordPress
- Canva

Career Pathway

1. Marketing Internship at Axeltra Nearshore Software Outsourcing (Feb - May 2022)
2. Marketing Assitant at Social Hackers Academy (May -Jan 2023)
3. Marketing Manager at Social Hackers Academy (Jan - May 2024)
4. Marketing Manager at European EYE Hospital (Jun-Sep 2024)
5. Content Writer at Ridarec (Sep-Present)

Career Summary

Axeltra Nearshore Software Outsourcing

Market Research & Marketing Support

- Conducted market research to support strategic business insights and identify growth opportunities
- Assisted with pre-sales activities to engage potential clients effectively
- Supported internet marketing efforts, enhancing online visibility and brand engagement
- Developed and executed email marketing campaigns, optimizing engagement and lead generation
- Contributed creative solutions to streamline and improve internal workflows

Social Hackers Academy

Marketing Manager

Previously Marketing Assistant

- Initiated as a Marketing Assistant, advancing to Marketing Manager through demonstrated expertise and leadership
- Managed end-to-end digital campaigns and strategies to increase engagement and enrollment
- Led content creation efforts across social platforms, enhancing brand visibility and audience interaction
- Developed and optimized email marketing, including automation and funnel building to improve user journey and retention
- Oversaw event management for community engagement and outreach initiatives
- Implemented SEO strategies to drive organic traffic and increase reach
- Directed and supported a team, fostering collaboration and skill development

European Eye Hospital

Marketing Manager

- Led the content team in developing and executing marketing campaigns focused on audience growth and brand awareness
- Managed and optimized social media channels, implementing a content calendar for consistent, long-term engagement
- Coordinated with medical professionals to align marketing strategies with healthcare expertise and hospital offerings
- Developed email marketing initiatives to enhance patient engagement and retention
- Analyzed campaign performance, adjusting strategies to improve reach and ROI
- Collaborated on website updates, enhancing UX and optimizing landing pages for patient acquisition

Content Writer

- Crafted in-depth articles (2,000+ words) tailored to enhance client credibility and brand authority across diverse industries
- Developed engaging, humanized content that aligns with clients' brand voices and drives audience engagement
- Collaborated with the social media team to ensure cohesive messaging and maximize content reach
- Researched industry trends to create timely, relevant articles that resonate with target audiences

Personal Life



Passionate explorer with a love for high-altitude and technical mountain climbing across multiple continents. Enthusiastic about connecting with diverse cultures through travel, learning about history, and gathering stories that inspire my creativity. As an avid reader, writer, and creator, I believe in living with purpose and making an impact through my work and adventures. For me, exploration and creativity are intertwined, driving my personal and professional growth.



Instagram: [miki.explorer](https://www.instagram.com/mikiexplorer)



My website: [miki.explorer.com](https://mikiexplorer.com)