






Personal details

 Melisa Berisha

 Berishamelisa441@gmail.com

 044889692

 Prishtine

 Female

Skills

Microsoft Excel

Microsoft Word

Microsoft Power Point

Google Workspace


SQL


Languages


Albanian

English

Hobbies

 Hiking

 Reading

 Traveling

Education

**Radiology** Sep 2016 - May 2019

Dr.Ali Sokoli, Prishtine

**Kolegji AAB, Prishtine** Oct 2019 - Jul 2023

Employment

**SEO & Content Specialist** Jul 2024 - Present

Talent Bridge, Prishtine

- Create and optimize blog content to drive organic traffic and improve SEO rankings.
- Manage and publish posts for Facebook, Instagram, and Pinterest to enhance brand visibility, engagement, and audience growth.
- Develop and execute social media strategies across these platforms, including content planning, scheduling, and active engagement to ensure consistent audience interaction and optimized reach.
- Optimize product descriptions, category pages, and website text for improved search performance.
- Work with Shopify to update product listings, enhance site structure, and improve user experience.
- Conduct keyword research and implement SEO best practices, including alt text and metadata optimization.
- Ensure all content aligns with the brand voice and supports the overall marketing strategy.
- Analyze performance metrics to continuously refine content and SEO strategies.

**Key Skills:** Social Media Management, Market Research, Strategic Planning, KeywordResearch, Blog Writing, Meta Descriptions & Title Optimization, Content Strategy, Copywriting, Shopify Management, Social Media Strategy, Audience Growth.

**Product Development Specialist** Sep 2023 - Jun 2024

Baruti AG, Prishtine

- Extracted and processed data from client systems to support decision-making and improve workflows. Ensured data accuracy and integrity while generating reports to support product strategy. Examined customer data to identify trends and insights, leading to enhanced customer service and product development. Implemented a data-driven approach to product development, ensuring successful product launches. Wrote and optimized product content, ensuring clear, engaging, and accurate descriptions. Key Skills: Product Development, Customer Data Analysis, Product Knowledge, Data Extraction, Content Creation, Creative Problem Solving, Market Analysis, and Performance Optimization.

**Customer Support & Satisfaction Specialists** Aug 2022 - Aug 2023

Balkans.io, Prishtine

- Created and managed customer service support systems to streamline interactions and enhance customer satisfaction. Delivered customer service

and technical support to ensure customer satisfaction and foster loyalty. Key Skills: Problem Solving, Written Communication, Attention to Detail, and Negotiation.

#### **Executive Administrative Assistant**

**Mar 2021 - Jul 2022**

Klinika Biçaku, Prishtine

- Delivered administrative support to the executive by researching, preparing, and summarizing reports as needed. Managed confidential information with discretion and care, ensuring the privacy and security of sensitive documents. Key Skills: Medical Knowledge, Patient Care Skills, Radiology Imaging Techniques, and Radiology Equipment Operation.

#### **Sales Development Specialist**

**Aug 2020 - Feb 2021**

Capital Media LLC, Prishtine

- Conducted research on customer needs to guide product development and craft targeted sales pitches. Key Skills: Sales Processes, Negotiation, Customer Satisfaction, and Customer Relationship Management.

## Courses

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#### **SQL Server Administration and Development Training**

**Oct 2024**

Comprehensive training in SQL Server administration and development, covering database management, query optimization, data security, and performance tuning. Gained hands-on experience in writing SQL queries, managing databases, and optimizing data workflows for efficiency and scalability.