



MARIGONA

ISMAJLI

Marketing Specialist



+38349826570



ismajlimarigonal@gmail.com

WORK EXPERIENCE

EDUCATION

Master Degree in
Marketing

University of Pristina
"Hasan Prishtina"

Bachelor's Degree in
Banking, Finance, and
Accounting

University of Mitrovica
"Isa Boletini"

TRAININGS

- Digital Marketing
Certificate

Tactica Digital Marketing Academy,
powered by Ministry of the Economy and the
World Bank

- Digital ads
- Email Marketing
- Link Building
- Graphic Design
- Content Writing

- Digital Marketing
Bootcamp

**The Digital Skills Programme powered by GIZ
and UNDP**

- Search Engine Optimization
- Social Media Marketing
- Photoshop
- Soft Skills

SKILLS

- Using marketing tools like Google
Search Console, Ahrefs, SEranking,
Screaming Frog, Semrush,
- Working on CMS like wordpress,
webflow, shopify

Freelancer

SEO Specialist

December 2023-Ongoing

- SEO Analysis
- SEO Planning and Strategy Development
- Website Optimization
- Performance Monitoring

Tactica LLC

SEO Specialist

December 2023 – December 2024

- SEO Analysis
- SEO Planning and Strategy Development
- Website Optimization
- Performance Monitoring

Tactica LLC

Outreach Specialist and Lead Management

May 2023-November 2023

- Engaging with relevant online communities and
forums to increase brand awareness
- Email and Communication Campaigns
- Lead Generation and Lead Nurturing

Tactica LLC

Link Builder

September 2022-March 2023

- Backlink Research and Strategy
- Guest Posting
- Content Creation and Promotion:

WorkFlow

Data Entry

April 2020-October 2021

- Ensuring data meets company standards and
compliance requirements
- Categorizing and organizing data into structured
formats for easy access.

Travel agency "Dreamscape"

Finance Assistant

September 2018-May 2019

- Processing and paying invoices
- Preparing and distributing checks to employees
- Processing bank transfer requests