



ALEKSANDRA J.C.

DIGITAL MARKETING SPECIALIST

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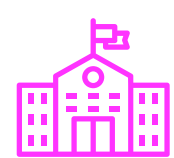
PROFILE

My name is Aleksandra and I've been in the digital marketing industry for the last six years. In that amount of time, I've worked on multiple different projects related to content writing and editing, SEO optimization, email marketing and social media.

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 aleksandra.jakimoska@gmail.com

 Ohrid, North Macedonia



MSC IN MARKETING AND MANAGEMENT

— 2018-2020

Faculty of Economics, 'Ss Cyril and Methodius'

BA IN ENGLISH LANGUAGE AND LITERATURE

— 2012-2017

Faculty of Philology 'Blazhe Koneski'

WORK EXPERIENCE

Freelance Copywriter

Upwork — 2020 - present

- Meeting with clients to understand their brand and target audience
- Writing clear copy for various mediums (email newsletters, blog posts)
- Interpreting copywriting briefs to understand project requirements
- Using SEO principles to optimize copy
- Sourcing relevant images and links
- Working with clients to edit and modify content to meet their requirements

SEO Specialist

360 Quote LLC, Tampa FL, USA — 2020 - present

- Link building and fact-checking
- Researching reputable sources
- Conducting keyword analysis
- Fixing broken links and images
- Writing anchor texts for links and image ALT text
- Writing and optimizing meta descriptions and subheads
- Optimizing titles and headings

Web Content Writer/Editor

Nichestack, Prague, Czech Republic — 2021 - 2022

- Writing blog posts to promote products and services
- Following requirements in terms of style and project specifications
- Modifying and updating existing content
- Optimizing published content using SEO principles
- Proofreading and editing blog posts by other content writers
- Generating new ideas and industry related topics
- Submitting work to other editors for approval
- Fact-checking content for accuracy

Digital Marketing
Manager

Agni Travel, Guildford, UK

— 2018 - 2019

- Planning email and social media marketing campaigns
- Managing social media platforms
- Creating a social media posting calendar
- Writing and editing blog content
- Conducting SEO audits
- Optimizing the website for SEO
- Preparing monthly performance reports with analytics
- Managing, leading and training marketing interns

Talent Acquisition
Specialist

Bold Development, N.Macedonia

— 2018 - 2019

- Creating job descriptions and advertising open positions
- Managing the hiring and recruiting process
- Reviewing resumes and conducting interviews
- Managing a team of over 15 employees
- Tracking employee's performance

Content Manager

Populizr, N. Macedonia

— 2016 - 2018

- Writing, editing and publishing blog content
- Writing social media media content
- Building a following on social media
- Optimizing content according to SEO guidelines

TOOLS

SEO: Semrush, Ahrefs, SurferSEO, Alexa, Frase

SOCIAL MEDIA ADVERTISING: Facebook, Instagram, LinkedIn, Twitter

SOCIAL MEDIA MANAGEMENT: Hootsuite, SocialPilot

EMAIL MARKETING : ActiveCampaign, Mailchimp, Drip, SendGrid

PROJECT MANAGEMENT: Asana, Teamwork, Slack

WRITING: Grammarly, Jasper

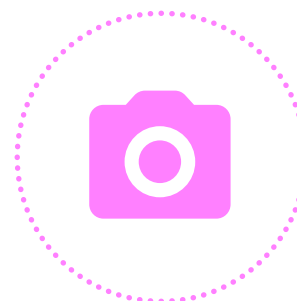
HOBBIES



Travel



Cycling



Photography



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DEAR HIRING MANAGER,

I am excited to find the job posting because I believe that my skills match the requirements listed by you in the job posting. As an experienced digital marketing specialist, I have the knowledge and necessary skills to join your organization.

My skillset includes the following: social media management, SEO implementation/optimization, executing digital marketing campaigns, copy/content writing, and creating email newsletters.

For six years, I have worked for various clients on different projects. Part of my job was to produce fresh social media content and effectively communicate with clients. I excel at managing social media activity and presence (with an emphasis on Facebook, Instagram, Twitter and LinkedIn) to improve brand awareness and exposure. From sharing content to analyzing metrics, and improving SEO, and using advertising principles to get more clients.

I am an expert at creating high-quality content across diverse industries and topics that is both engaging and informative. My experience as a content writer/editor has taught me how to write for different audiences. I can also write in different styles depending on the client's needs.

In addition to my writing skills, I am also well-versed at SEO and email marketing. I understand the importance of using keywords, performing research, embedding links, and presenting clear headings. I have also become adept at planning and executing email marketing campaigns.

Thank you for your time in considering me for the position. I would be happy to talk more about my experience and skills.

Please feel free to contact me via phone or email.