

SLAVE GJORGIEV

DIGITAL MARKETER



An experienced Digital Marketer with exceptional skills in creating marketing strategy, paid advertising, search engine optimization, and overseeing their development. Excellent knowledge of SE content creation, social media audience engagement, and brand management.



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www.gorslav.com

SKILLS

Marketing Strategy	<div style="width: 95%;"></div>	95%
Google & Meta Ads	<div style="width: 98%;"></div>	98%
SEO	<div style="width: 92%;"></div>	92%
WordPress	<div style="width: 97%;"></div>	97%
Lead Gen & Email marketing	<div style="width: 94%;"></div>	94%

EDUCATION

Digital Marketing

Brainster
Vasil Gjorgov 19, Skopje 1000

2023 - 2024

LANGUAGE

Macedonian	<div style="width: 100%;"></div>	100%
English	<div style="width: 95%;"></div>	95%
German	<div style="width: 55%;"></div>	55%
Serbian	<div style="width: 93%;"></div>	93%

WORK EXPERIENCE

Account Manager

Euro Bau Gradba

Aug 2022 - Sep 2023

- Maintained and organized numerous office files and constantly updated the company's contact and mailing lists .Created Social Media Content to promote company services/products.



EXPERIENCE ON REAL PROJECTS

Website Developer & Digital Marketing Specialist

Smilenski GmbH

Aug 2023 – Present

- Created and kept up a working website with a page for scheduling appointments, making sure it had a polished look and was optimized for search engines.
- Managed the Google Business profile, improving usability and online visibility.
- Performed an SEO audit
- Created a Google Ads campaign template

Website Developer & Digital Marketing Specialist

Rolo Ing DOO

Jan 2024 – Mar 2024

- Created a professionally designed website for Rolo Ing, a company that specializes in aluminum and PVC windows and doors.
- Implemented necessary features, such as product presentations, gallery pages, and contact forms.
- Made sure the website was search engine optimized (SEO).

Digital Marketing Strategy

Chia Dia

Nov 2023 – Dec 2023

- Coordinated the creation of advertising campaigns, ad content drafts, and designs for TV, billboards, social media, and guerilla marketing.
- Developed and executed sales funnels, TV campaign advertisements, and models for social media postings and layouts.
- Carried out SWOT and market analyses.

Content Marketing Strategist & Google Ads

Intertec

Jan 2024 – Feb 2024

- Created a content marketing plan for Intertec with a focus on unique selling points (USPs), positive brand attributes, and audience-focused communication.
- By using brand identity analysis to determine the demographics and preferences of the target audience, the content strategy was shaped properly.
- Monthly and annual content outlines were developed to ensure audience engagement and consistency.

HACKATHONS

Marketing Strategy

Smircle

30–31 March 2024

- Developed and executed multi-channel strategies for PWB's charity concert honoring Tose Proeski, encompassing social media, TV ads, PR, guerrilla activities, and event planning.