

## PROFILE

My approach to work is based on integrity, respect, and value. I focus on creating a memorable experience and maintaining successful and long-lasting relationships with customers and clients. Delivering prompt and effective results, sustaining lofty levels of customer satisfaction leads to a high retention rate, word of mouth promotion and recurring business from current and new clients. That combined translates to creating value, incentive, sense of achievement and most important increase in sales.

## EDUCATION

**BACHELOR in E-business/Major in Marketing**  
University Saints Cyril and Methodius  
Skopje, Macedonia  
2013

## PROJECTS/PORTFOLIO

- **Future Media Concepts** 2017 - present  
Conceptualization and design of promotional materials for specialized workshops and events including flyers, FB banners, and certificates.
- **United Macedonian Diaspora** 2017 - present  
Work on multiple campaigns and events including design work and involvement from organization point. (Ajvar 5K, Masquerade, Film Festival, Generation M)
- **Urban Style by V** 2016 - 2017  
Create brand identity, logo design, marketing strategy and online presence.
- **Alba Osteria** 2015 - 2017  
Menus and wine list design, customer email/newsletter database update, promotional campaigns and monthly themed events hosted.
- **Stonewall Sports/ Kickball** 2017 - present  
Promotional material for events. Creating designs for jerseys and other products.
- **SEA( Secondary Educational Activities) by USAID**  
Creating and managing a network of 47 vocational schools. Creating workshops, seminars, leadership forums and linking the students with the business sector.

## SKILLS

Adobe CC 2018

-InDesign ●●●●●●  
-Illustrator ●●●●●●  
-Photoshop ●●●●●●  
-Interior Decor ●●●●●●

## EXPERIENCE

- **CREATIVE AND MARKETING BUFF**  
NIKOLOV DESIGN 2016 - present  
  
Create marketing strategies, logo design, business cards, invitations, stationery, and other promotional material.
- **FLOOR SUPERVISOR / BARTENDER**  
Carving Room 2017 - present  
  
Provide great service to our patrons, keeping the work atmosphere at a high level while striving to meet our business goals. Other duties include monthly inventory and weekly cash deposits
- **ASISTANT MANAGER / MARKETING**  
Alba Osteria 2015 - 2017  
  
Responsible for customer satisfaction ( expanded loyalty club and retention rate for 40% and an increased rating for 28%). Running promotional campaigns and hosting themed events with a guest chef. Other duties included scheduling, inventory, cost analysis, and graphic design.
- **EVENTS & CATERING INTERN**  
D'Absolute Events Jun 2014- Nov 2014  
  
Contact with vendors and clients, train in every step from planning to execution.
- **OPERATIONS & FOH TRAINEE**  
Waldorf Astoria Nov 2013 - May 2014  
  
Rotational training through every department in FOH from banquets, restaurants, sales, front desk)

## LANGUAGE

English ●●●●●●  
Spanish ●●●●●●  
Macedonian, ●●●●●●  
Serbian, Croatian ●●●●●●