



# ALEKSANDRA RISTEVSKA

TRANSLATOR, DIGITAL  
MARKETING, SEO, ADVERTISING,  
GRAPHIC DESIGN

## CONTACT

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## ABOUT ME

Embedded to the digital world, remote translator from Macedonian to English and reverse, social marketing, design, creativity, excellent team player and collaborator, strong communicative skills, forward thinker who brings a broad perspective to brand and promotion development.

...smile, love, positivism..

## EDUCATION

### University of "Kliment Ohridski"

#### - Economic Faculty

*BSc. in International Economy;*

2003-2008

### University of "Kliment Ohridski"

#### - Economic Faculty

*MSc. in International Economy;*

2011-2013

*Master thesis "Macedonia and EU - opportunities and challenges"*

## SKILLS

● ● ● ● ● ● ● ● ● ●	Digital Marketing	● ● ● ● ● ● ● ● ● ●	Translating
● ● ● ● ● ● ● ● ● ●	SEO	● ● ● ● ● ●	WordPress/Wix
● ● ● ● ● ● ● ● ● ●	SMM	● ● ● ● ● ●	Photoshop
● ● ● ● ● ● ● ● ● ●	Google Analytics	● ● ● ●	Illustrator
● ● ● ● ● ● ● ● ● ●	Google AdWords	● ● ● ● ● ● ● ● ● ●	InDesign
● ● ● ● ● ● ● ● ● ●	MS Office	● ● ● ● ● ●	Lightroom
● ● ● ● ● ● ● ● ● ●	G Suite	● ● ● ●	Premiere
● ● ● ● ● ● ● ● ● ●	Copywriting	● ● ● ● ● ●	Photography

## WORK EXPERIENCE

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**Economic Chamber of R.M. -** 2011 - 2013

**District Unit - Prilep**

**Administration assistant**

**Job description:**

Creating an environment in where businesses can prosper. Promote interest in local business possibilities. Issuing certificates for origin, quality and quantity for exporting goods in foreign countries etc.

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**VIP Operator (Cell phone** 2013 - 2014

**operator)**

**Sales agent**

**Job description:**

Sales and business agent, promoting and presenting new offers and promotions, attracting new customers (through presenting skills, kindness, communicative skills) etc.

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**Mikrosam A.D. - Prilep** 2014 - 2017

**Marketing manager and main designer**

**Job description:**

Developing marketing and PR plan for company and products' re-positioning on the market (advertising campaign planning, platforms, fairs and conferences promotion strategy, ad content and design development).

Maintaining PR all over the world, communicating with editors and making arrangements for publishing our editorials and advertising content.

Creating and distributing budget on annual level, graphic design of the ads, banners, GIF's, posters, SMM (Facebook, Instagram, LinkedIn, Pinterest, Twitter), SEO through Google Analytics, Google AdWords, BingAds, investigating a potential customers, competitors etc. (for the marketing and advertising plan).

Managing with international payments through letter of credits, bank guarantees..

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**KARIERA.mk - Skopje** 2017-2018

**Social media manager and HR associate**

**Job description:**

Communication with clients (employers), job mediation and listing, interviewing candidates, skills assessment, developing strategies and communicating with clients to promote the employment agency, selling advertisements,

maintaining the site, designing advertisements in Ps, Ai, designing GIFs for the website, copy-writing for news aggregate, SEO, Google Analytics, Google Adwords, attendance monitoring, A / B testing, SMM, managing social networks, posting and promoting advertisements on Facebook, Instagram, LinkedIn, Twitter, Pinterest, Tumblr.  
Targeting audiences depending on the performance of the advertisement etc.

**Freelance translator** 2017 - ongoing

**Translating Macedonian to English and reverse**

**Job description:**

Interpreting written or spoken material into Macedonian/English and reverse, ensuring that the meaning and context are maintained, creating glossaries or term dictionaries.  
Working with individual clients and corporations.  
Read written materials such as legal documents, scientific works, or news reports, and rewrite material into specified languages.  
Refer to reference materials such as dictionaries, lexicons, encyclopedias, and computerized terminology banks as needed to ensure translation accuracy.

**DRIVING LICENCE**

B Licence  
(active driver)

**LANGUAGES**

Macedonian (native)	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
English	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Spanish	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
German	<div><div></div><div></div><div></div></div>
Italian	<div><div></div><div></div></div>