



# NEVENA PAVLOSKA

VIRTUAL ASSOCIATE



*I am a Social Media and Marketing Specialist with 4 years experience in supporting companies by developing, defining, and executing their overall marketing strategy. Passionate about the digital world and social media, I constantly keep myself informed on best practices and trends.*

## SPECIALIZATIONS

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- Digital & Social Media Strategy
- Social Content creation
- Digital and Social Copywriting
- Social Media Campaigns - creation, measuring performance and data analytics
- Strategic Marketing, SWAT Analysis, and Marketing Plan

## WORK EXPERIENCE

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### **Social Media and Marketing Manager**

2017 TO 2021

[@modulamilano](#) [@digital.nomads.lifestyle](#) [@through.rose.colored.lens](#)

- Design and develop Social Media strategy
- Social Media content creation
- Manage and implement innovative social media campaigns to increase awareness and lead generation
- Community management through social media touchpoints
- In-depth analysis of Social Media data, providing analytics and regular reporting.
- Develop strategies to enhance website design, content, linking strategies, and other factors to improve SEO positions for target keywords: [Digital Nomads Lifestyle](#); [Modula Milano](#)
- Track results and metrics for monthly reporting with Google Analytics
- Coordinate email marketing campaigns & company's newsletter
- Define and implement a detailed marketing plan with a specific focus on the positioning of the brand and on the communication strategy
- Market research and SWAT analysis
- Planning and control of the allocated marketing budget

## EDUCATION BACKGROUND

MASTER DEGREE IN MARKETING & COMMUNICATION -  
UNIVERSITA CATTOLICA - MILANO (2014-2017)

### **Certificates**

- Fundamentals of Digital Marketing - Google - ID R5D R74 AG3
- [Email Marketing - Hubspot](#)