



MATEJ MITEV

Digital Marketing Specialist

Lugano, Switzerland

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PROFESSIONAL SKILLS

Digital Marketing

- Google AdWords Certified
- Google Analytics
- Bing Ads
- Yandex Ads
- Google Data Studio
- Inbound/Content Marketing
- Facebook & Instagram Ads
- Copywriting
- SEO
- PR
- Influencer Management
- Metasearch Management

Web & UX/UI Design

- Analysis
- Prototyping
- Enhancing user traffic
- Conversion optimisation
- Process modelling
- Lead Generation
- UX Testing
- SEO

Adobe Programs

- Photoshop
- Illustrator
- Lightroom
- Dreamweaver
- InDesign
- Premiere Pro

Programming Languages/CMS

- CSS3
- HTML5
- WordPress
- Bootstrap

Soft Skills Inventory

- Impeccable communication
- Never-give-up attitude
- Strive to help and learn from colleagues to maximize team performance
- Good at grasping new concepts efficiently
- Adapt successfully to changing situations & environments
- Able to influence and convince others, to discuss and reach an agreement
- Able to motivate and direct others
- Able to pay attention to, support & empower others in all their work
- Able to recognize & respect different perspectives
- Open to the ideas & views of others

Languages

Primary: Macedonian and English

Fluent in: Serbian, Croatian, Bulgarian

Some knowledge in: Italian

Summary

Proven Digital Marketing Specialist with experience in start-ups as well as established corporate and agency campaigns. A digital-native professional leveraging expertise in consulting, marketing tools & strategy, and understanding consumer behavior to develop projects from start to finish.

Education

- 2016 - 2019 **Master of Science in Management & Informatics**
Università della Svizzera Italiana - Lugano, Switzerland
- Published Master Thesis on the topic of "How Can Independent Luxury Hotels Optimize Their Influencer Marketing Campaigns." The outcome was an optimization framework specifically designed for hotels to follow during their influencer marketing partnerships.
- 2011 - 2015 **Interactive Media & Web Design**
Lindenwood University - St. Charles, MO, USA
Honors: Deans List

Work experience

- June 2018 - September 2019 **Digital Marketing Manager**
Positioner
- Developed digital marketing strategies, presentations, and proposals for various clients
 - Created and administered search, display, and social media campaigns
 - Managed a yearly advertising budget of €350,000 distributed across a portfolio of client accounts.
 - Generated Return On Advertising Spend of up to 100x
 - Designed and configured UX/UI and A/B testing on several websites
 - Worked with brands such as Design Hotels, Terme di Saturnia, The Cambrian, Tschuggen Group, Six Senses, 7132, Le Sirenuse, Savoy Baur en Ville Zürich, Puro Hotels and many more.
 - Managed the Metasearch campaigns of 21 hotel properties
 - Created monthly reports by analyzing the performance of critical campaigns and presented them before the key clientele
 - Designed and implemented social media lead generation campaigns on Facebook, Instagram, and LinkedIn
- March 2018 - September 2019 **Innovation & Digital Marketing Manager**
Vivere.travel
- Developed and managed the earned social media strategy
 - Copywriting and journalist outreach: press releases got published by over 200 publishers
 - Influencer Marketing: created strategy, managed and oversaw brand collaborations with influencers averaging above 60k followers
 - Influencer Management: Supervised the collaborations, content creation and analyzed the performance
 - Developed email marketing strategy and automation
 - Attended Phocuswright 2018 as a featured Startup and won "Most Innovative Marketing 2018" by Brand USA
 - Venture Capital investor search and negotiation
- April 2016 - April 2018 **Founder**
Bearded Mankind
- Branded, built, launched and managed website beardedmankind.com
 - Planned, scheduled and implemented core digital marketing strategies
 - Gained 90,000 Facebook Page likes and 14,000 Instagram followers over a period of 1 year
 - Achieved 500,000 reach weekly through the effective posting of engaging content
 - Attained a constant, weekly Facebook organic reach of around 1 million and a record reach of 20 million people
- September 2017 - November 2017 **Search Engine Marketing Consultant**
Studiogest SA
- During the Lugano Online Marketing Competition, developed a Google Ads campaign with a budget of only 200 Swiss Francs and 3 weeks of preparation for the campaign: built a landing page, delivered 68 goal completions, received 541 clicks and 23,000 impressions which indirectly influenced the sale of an apartment property worth 2 million CHF
- September 2017 - December 2017 **Field Project - UX Analyst**
Loonity.com
- Increased efficiency of the store by 64% as a result of organizing and updating their online inventory, improving their design and provided online marketing consulting
- August 2015 - February 2016 **Wordpress Developer**
Anchor Digital Communications
- Built and maintained 7 websites for big and small companies: INDEECO, Heatrex, Accutherm, King Innovation, Precision Fitness and Spa, Hargrave & Hargrave, and Bridgeway Behavioral Health. Created, curated and managed the social media pages and blogs of the aforementioned companies. Increased their web clicks, post engagement and reach by 130%