



# LIRIDONË DEMAJ

DIGITAL MARKETER

## Contact Info

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REIMAGINED - YouTube Channel

@liridonedemaj

## CONTENT CREATED IN THE LAST 5 YEARS



## EDUCATION

### Bachelor of English Language & Literature

University of Prishtina, Faculty of Philology

**Grade Average**  
9.58 (3.8 GPA)

## SKILLS

### PROFESSIONAL

- Time Management
- Problem Solving
- Communication
- Creativity
- Leadership
- Quick Learner
- Research Skills
- Interpersonal Skills
- Task Organizing

## EXPERIENCE

### FREELANCE COPYWRITER

#### SEEN | March 2022 - Present

SEEN is Norway's leading provider of data-driven video.

- 12+ Case Studies
- Social Media Strategy/Research
- LinkedIn Ad Copy
- Google Search Ads

### LEAD COPYWRITER

#### AnchorzUp | Aug 2022 - Present

- Brand identity, company website copy & content strategy
- 20+ Marketing Emails & Brochures
- 2 Client Websites

### LEAD COPYWRITER

#### UCX | Nov 2020 - July 2022

- Lead a team of two junior copywriters
- Ideated, strategized, and written copy for 20+ landing pages, 10+ client websites (clients like DR Solutions, Pure Leaf Oil, Pets On Q, Incrediwear, Tempest, Canbiola, CrowdStorage etc.), and the new UCX website
- Performed on-site SEO for 150+ pages
- Ideated and written over 379+ marketing and sales emails, and newsletters
- Created 40+ brochures & one-pagers, and 4 e-books
- Written and published 16+ blog articles & press releases

## TRAINING & CERTIFICATION

## CONTENT MARKETING CERTIFIED

### HubSpot Academy

- The Power of Storytelling
- Building a Content Creation Framework
- Planning a Long-Term Content Strategy
- Generating Content Ideas
- How HubSpot Uses Blogging to Rank #1 on Google
- How to Effectively Promote Content
- Measuring and Analyzing Your Content etc.

## SOCIAL MEDIA MANAGEMENT

### Innovation Center Kosovo (ICK)

- History of Social Media,
- Managing Online Presence,
- Facebook Profile/Page/Group Management;
- Twitter Profile Management;
- Understanding Analytics and Insights;
- Social Media Marketing & Tools etc.

## WOMEN IN ONLINE WORK

### CodersTrust/MED

- Social Media Management & Search Engine Optimization

## EXPERIENCE

### MARKETING & SALES MANAGER

#### Cactus Education | Jan 2019 - Oct 2020

- Managed a five-digit marketing budget, and a team of 2
- Developed sales strategies and procedures for the VET school, training program, and CacttuKids program
- Managed 6+ S.M. accounts, growing leads from 300 to 600+
- Created and launched 4+ separate marketing campaigns
- Planned and established the student career centre
- Production and montage for 20+ videos
- Organized 10+ events, 5+ TV and radio show appearances
- Written and published 108+ articles
- Created 150+ pieces of social media content, marketing and sales email templates, newsletters, and more

### MARKETING & SALES OFFICER

#### Cactus Education | Sept 2018 - Dec 2018

- Managed 6+ social media accounts
- Coordinated the new website launch (from scouting for web development service providers, to creating the copy for the website, and supervising the website launch)
- Created, and published 50+ SM posts & 50+ articles
- Marketing collateral creation, from design to print house

### MARKETING ASSISTANT

#### Cactus Education | Jun 2017 - August 2018

- Assisted with managing 9+ social media accounts
- Created 200+ pieces of social media content, marketing and sales email templates, newsletters, and more
- Written and published 100+ articles
- Managed the kids training program CacttuKids

### MARKETING INTERN

#### Cactus Education | Mar 2017 - May 2017

- Assisted with content creation and Social Media Management
- Wrote and published 50+ articles on the WordPress website

### MARKETING DIRECTOR / COFOUNDER

#### PickTick | Nov 2016 - July 2017

- Ideated, created and managed 4 social media accounts
- Created 30+ pieces of social media content
- Developed the business plan and marketing plan
- Networking and creating a database of important contacts

## FEMALE IN BUSINESS (FIB)

### AUK-Training & Development Institute

- Discovery Course,
  - Entrepreneurship Course,
  - Project Management,
  - Communicating in Business
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## FEMALE IN IT (FIT)

### AUK-Training & Development Institute

- Introduction to Programming
  - Software Development Fundamentals
  - Mobile Development Fundamentals
  - C++ Certified Associate Programmer
  - Java Fundamentals for Android™ etc.
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## LANGUAGES

Native language: **Albanian**

Other languages:

- **English** (Bilingual)
- **Spanish** (Conversational)
- **Italian** (Conversational)
- **German** (Basic)

## INTERNSHIPS

### THE COUNCIL FOR THE DEFENSE OF HUMAN RIGHTS AND FREEDOMS (CDHRF)

**Oct 2013 - Jun 2014**

- Part-time Translation Internship
- Translated 35+ documents and press releases from Albanian language into English language

### EU TRADE POLICY - MINISTRY OF INDUSTRY AND TRADE (MIT)

**Oct 2013 - Jun 2014**

- Part-time Translation Internship
- Translate 20+ documents and press releases from Albanian language into English language and vice versa

### ENGLISH LANGUAGE FELLOW PROGRAM (HOSTED BY MEST)

**Oct 2013 - Jan 2014**

- Translated documents, interpreted during meetings, and assisted during workshops
  - Together with a co-intern, we were responsible for organizing and conducting a workshop on the implementation of the curricula, with more than 20 English teachers of the Istog municipality
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## VOLUNTEER WORK

### MENTOR

**Kosovo CSR Network | Mar 2019 - Present**

Participated as a mentor on several editions of the following activities and events:

- **Ponder** (Organized by PEN - Peer Educational Network)
- **Podium** (Organized by YMCA Kosova)
- **Upshift** (Organized by Ipko Foundation)
- **Koslift** Design Challenge 1st and 2nd edition (Organized by Ipko Foundation)