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Top Skills

Digital Strategy Development
Project Management
Marketing Campaign Management
SEO Expertise
UI/UX Design
Social Media Management
Web Development
Leadership and Team Management
Client Relationship Management
Market Research and Analysis
International Experience and Travel

Certifications

CPD Standards: Academy for programming
Personal Data Protection Specialist
Building a positive communication climate in company

Aleksandar Dimovski

Digital Project Manager @RenewService
Greater Stockholm Metropolitan Area

Summary

Hello, I'm Aleksandar Dimovski, a Digital Creative Strategist with over two decades of experience at the intersection of marketing, design, and technology. My career has been marked by a passion for innovation and a deep understanding of the ever-evolving digital landscape. I take pride in seamlessly integrating creative thinking with technological solutions, always staying at the forefront of industry trends.

Throughout my journey, I've excelled in roles ranging from Sales and Marketing Management to IT Management, and from UI/UX Design to Social Media Growth. I've managed teams, led innovative projects, and cultivated strategic partnerships. My knack for crafting and executing marketing strategies has driven exceptional results, including elevating the LinkedIn presence of a startup company to a 6th position among competitors in just three months.

I'm also skilled in SEO, web development, and a wide range of design tools. My goal is to make a lasting impact by delivering results that drive business growth. If you're looking for a Digital Creative Strategist who can transform your brand's digital presence, let's connect and explore how I can contribute to your success.

Experience

Renew Service Fastighetsförvaltning
1 year 11 months

Digital Project Manager
September 2023 - Present (8 months)
Stockholm, Stockholm County, Sweden

As a Digital Marketing Specialist at RENEW, I apply 10+ years of specialized experience to tailor digital strategies for the real estate industry. My role involves optimizing online visibility through targeted SEO, crafting compelling content that resonates with the target audience, and implementing strategic

social media campaigns. I am dedicated to enhancing RENEW's brand presence, driving qualified leads, and ensuring a strong digital footprint in the competitive Stockholm real estate market. With a focus on innovation and staying ahead of industry trends, I contribute to the company's success in navigating the dynamic landscape of digital marketing.

IT Manager | Security Specialist

June 2022 - August 2023 (1 year 3 months)

Upplands-Väsby, Stockholm County, Sweden

- Successfully managed and delivered multiple digital projects, exceeding client expectations and ensuring projects were completed on time and within budget, resulting in a client satisfaction rate of over 95%.
- Implemented agile project management methodologies to streamline workflows, resulting in a 20% increase in project efficiency and a 15% reduction in project delivery time.
- Successfully led a cross-functional team in the development and launch of a high-impact digital marketing campaign, resulting in a 20% increase in website traffic and a 15% boost in lead generation within three months.

FellowBot

Sales Marketing Manager

June 2023 - September 2023 (4 months)

Stockholm, Stockholm County, Sweden

- Successfully secured FellowBot's first-ever customer for the VR simulator, a groundbreaking achievement in the company's history.
- Cultivated a strong relationship with the initial customer, leading to their becoming a strategic partner in the product development process.
- Prospected and reached out to approximately 200 driving schools in the Stockholm metropolitan area, spearheading the introduction and promotion of the virtual reality traffic simulator, demonstrating its efficacy in driver training.
- Led the development and execution of marketing strategies for FellowBot. Elevated the company's LinkedIn presence, achieving a 6th position among competitors in just three months.
- Utilized cost-effective SEO strategies to drive organic engagement without significant marketing expenditures. Contributed to raising awareness about FellowBot's vision for Vision Zero and safety solutions.

Cyber 38

UX/UI Designer | Website Developer | Graphic Designer

April 2017 - June 2022 (5 years 3 months)

Kumanovo

- Led a 5-member cross-functional team and coordinated with 6 business partners toward the successful launch of an e-commerce multivendor platform.
- Designed more than 6000 images for Pinterest in the Health & Wellness niche.
- Mentored a 3-member team of junior designers to ensure high-quality and eye-catching designs.
- By continuously monitoring Facebook/Instagram algorithms and adjusting layouts and design styles the conversion raised from 6.25% to 9,21%.
- Set up Google AdSense, MGID, RevContent and ContedAd ad codes on news websites in the United States of America and raised revenue by 5.6% after 3 months.
- Tweaking company website for better SEO scores (working on onsite and offsite SEO) and increasing traffic by 37%.

NaturKultur e.V.

Volunteer: Web Designer | Web Developer | Webmaster

March 2016 - June 2022 (6 years 4 months)

Bremen, Germany

I'm their webmaster and IT administrator, taking care of the dedicated server where they host their websites for NaturKultur, Train the trainers – It's up to me, KulturHaus and the Trainers Library. I have designed and developed the Trainers Library website – the largest library for trainers.

BALFIN Group

Graphic | Web Designer | Marketing Coordinator

April 2012 - April 2017 (5 years 1 month)

Skopje

Brand development of Skopje City Mall. Branding of Skopje City Mall interior & exterior.

Website design & development of the shopping centres website, newsletters, etc.

Marketing campaign development, and design of BTL, ATL and in-house promo materials.

Website and social media traffic growth, website UI & UX, SEO optimization of the website.

Design of promo materials for attracting new tenants.

Fashion Group Macedonia

Graphic Designer | Marketing Coordinator

November 2011 - April 2012 (6 months)

Skopje

Graphic Designer of all local campaigns of the world-known fashion brands: Bata, Bitsiani, Hugo Boss, Celio, Fashion&Friends, Geox, Golden Point, Mango, Parfois, Okaidi, Springfield, Timberland, Women's'ecret, Guess. As a part of the Marketing team, I was developing new marketing strategies for each brand on the country level. As a marketing coordinator was working with print shops, radio and TV stations, and marketing agencies.

Corona Design & Communication

Graphic Designer | Concept Developer

September 2009 - November 2011 (2 years 3 months)

London, England, United Kingdom

As a part of the creative product development team, I was doing a lot of brainstorming and conceptualizing new ideas for the marketing purpose of new products for the company's client SONY for the UK market. Was working closely with advanced teams to identify possible emerging media for use in new marketing concepts.

Civil Society Research Center | Non-Government Organization

Volunteer: Graphic Designer | Website Designer | Website Developer

February 2009 - October 2010 (1 year 9 months)

Skopje

Rebranding the NGO (corporate identity and various stationery materials), Design, development and maintenance of the NGOs website. Project assistant on the project financed by the EU, targeting socially vulnerable citizens from the Romani ethnic group in the Republic of N. Macedonia.

PXD SYSTEM | Marketing Agency

Graphic Designer | Web Designer | Project Manager

May 2009 - March 2010 (11 months)

Skopje

Developing and managing the business integration project "Macedonian BRANDS" for the inclusion of domestic and foreign business in one marketplace.

Brand development, designing BTL & ATL promotion campaigns, and website design.

Roma Community Center DROM | Non-Government Organization

Volunteer: Graphic Designer | Website Designer | Website Developer

February 2008 - February 2010 (2 years 1 month)

Kumanovo

Rebranding NGO (corporate identity and various stationery materials), Design, development, and maintenance of the NGOs website. Project assistant on the project for strategic partnership between the NGO and the EU funds for local cultural development and promotion of the Romani ethnic group in the Republic of N. Macedonia.

MARIDA Print Shop

Graphic Designer

February 2008 - October 2009 (1 year 9 months)

Kumanovo

Graphic Designer and Prepress designer of various materials for large clients (National Bank of Macedonia, Government of Macedonia) for digital and offset printing.

Freelance

Graphic Designer

July 2003 - February 2008 (4 years 8 months)

Kumanovo

Designing marketing materials for local businesses in Kumanovo. Building connections and business partnerships

Education

Faculty of Natural Science and Mathematics

Mathematics · (1999 - 2003)

Gymnasium Goce Delchev, Kumanovo Macedonia

Mathematics · (1996 - 1999)

Seavus Education and Development Center

Academy for Programming · (September 2020 - September 2021)