



Mihail Andonovski

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● ABOUT ME

An accomplished marketing professional with a proven track record of driving successful marketing initiatives and achieving business objectives in both the US and EU markets. Possessing a strategic mindset and strong leadership skills, I excel in guiding and inspiring cross-functional teams to deliver outstanding results. With extensive expertise in lead generation, marketing strategy, digital marketing, and data analysis, I leverage market insights to develop targeted campaigns and optimize marketing efforts. With 5+ years on a senior leadership position, I am dedicated to achieving excellence and maximizing the potential of both the team and the organization.

● WORK EXPERIENCE

06/2020 – 09/2023

HEAD OF MARKETING VITA MEDIA GROUP (IGAMING, B2B&B2C)

- Lead and manage a team of 10 marketing professionals, providing guidance, mentorship, and performance feedback to drive high-quality results
- Successfully execute the company's strategies with a commercial impact of 300% growth in revenue in the past 3 years meeting the growth KPIs
- Oversee the creation and execution of integrated marketing campaigns across various channels, including paid media, programmatic, organic social media, email and content marketing
- Manage the development and execution of market research initiatives, customer segmentation, and customer journey mapping to drive effective targeting and personalization
- Collaborate with cross-functional teams, such as sales, product development, and operations, to align marketing initiatives with overall business objectives and ensure seamless execution
- Track and report on marketing campaign performance, providing regular updates to senior management and stakeholders

10/2018 – 05/2020

MARKETING MANAGER IUTECREDIT (FINTECH, B2B&B2C)

- Increased online customer acquisition by 200% in one year, which contributed to a 60% increase in the total yearly paid out
- Executed 3 corporate branding campaigns and more than 10 sales promotion campaigns in a period of 2 years
- Improved the brand awareness rate by 100% in a period of 10 months
- Established local brand presence and support in trade marketing activities in 6 national regions
- Led the promotion and implementation of a payment solution on instalments for e-commerce businesses
- Launched the first payment card service from a non-banking financial institution in cooperation with Mastercard
- Act as a brand ambassador, representing the company at industry events, conferences, and networking opportunities

09/2015 – 10/2018

DIGITAL MARKETING SPECIALIST CLICKATTACK (DIGITAL ADVERTISING, B2B)

- Promoted the mobile-first approach of advertising in the SEE region, enabled by a start-up platform for mobile advertising by generating more than 200 local online media
- Managed the first mobile campaigns for world-famous brands present in the region (Coca-Cola, Heineken, Mc Donald's, L'Oréal, Ferrero Rocher, Nivea, etc.)
- Pioneered the chat-bot solution in the SEE markets as an e-commerce and customer support tool in partnership with Viber

CORPORATE MARKETING SPECIALIST LOGIN SYSTEMS (SAAS, B2B)

- Enhanced marketing exposure and implementation of Microsoft Dynamics in the local and regional (Western Balkan) market
- Identified marketplace trends and recommended strategy for the brands Microsoft, Canon, and HP, as an official distributors for the region
- Helped local product marketing team run successful campaigns based on user-generated data

● **EDUCATION AND TRAINING**

CURRENT

PROJECT MANAGEMENT Google

SPECIALIZATION, STRATEGIC MANAGEMENT AND INNOVATION Copenhagen Business School

CERTIFICATE IN NEW PRODUCT DEVELOPMENT The University of Sheffield

SPECIALIZATION, DIGITAL MARKETING University of Illinois at Urbana-Champaign

BACHELOR, ECONOMICS, E-BUSINESS Ss. Cyril and Methodious University

● **ADDITIONAL INFORMATION**

ORGANISATIONAL SKILLS

Managerial skills

- Experience in senior marketing management roles (C-level)
- Strong leadership skills to inspire and motivate the marketing team, provide guidance, delegate tasks, and foster a collaborative and high-performing environment
- Proficient in managing marketing and sales projects
- Coordinating teams, setting project timelines, and ensuring successful execution within budget and timeline constraints
- Proven experience and contribution to organisation and portfolio growth progress
- Budget planning and controlling (P&L) as part of the financial evaluation
- Reporting on KPIs and other growth metrics as part of the performance reporting
- Strategic decision-making and prioritisation

Marketing skills

- Proficiency in lead generation strategies with demonstrated knowledge of various digital marketing channels and tactics, such as SEO, SEM, social media marketing, email marketing, and content marketing
- Data Analytics and Insights - Ability to interpret and analyze marketing data using tools like Google Analytics or similar platforms to derive actionable insights and make data-driven decisions
- Experience in utilizing marketing automation tools and customer relationship management (CRM) systems to optimize lead generation, customer nurturing, and campaign management
- Strong understanding of digital advertising platforms, including Google Ads, Facebook Ads, TikTok ads, LinkedIn Ads and programmatic advertising, to effectively plan, execute, and optimize ad campaigns
- Proficiency in managing digital marketing projects (B2B&B2C), coordinating cross-functional teams, setting project timelines, and ensuring successful execution within budget and timeline constraints

Communication skills

- Communication within a multicultural and dynamic environment, on all levels of management
 - Cross-functional team collaboration and alignment with people from different backgrounds
 - Business negotiations and presentation skills with commercial mindset
 - Clarity and concision in task delegation and work organisation
 - Ability to provide constructive criticism
 - Open-mindedness and positive attitude towards the business and the company culture
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