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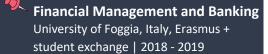
🔀 Email

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Education



Bachelor of Financial Management University of Ss. Cyril and Methodius -Faculty of Economics, Skopje, North Macedonia | 2015 - 2019



Skills

Growth Marketing & Demand <u>Generation</u>

- A/B Testing & Experimentation
- Conversion Rate Optimization (CRO)
- Multi-Channel Marketing (Email, LinkedIn Outreach, Intent Tracking)
- Customer Engagement & Retention Strategies

Marketing Automation & CRM

- HubSpot CRM & Marketing Hub
- AI-Powered Personalization & Outreach
- Domain Management & Email Deliverability
- Lead Scoring & Nurturing

Data & Performance Analytics

- Power BI, Trello & Excel Modeling
- Forecast Modeling & Performance
- Campaign Performance & Reporting

Multi-Channel Marketing

- Email, LinkedIn, Website Analytics
- Customer Journey Mapping
- Funnel & Campaign Strategy Optimization

Bojan Stojanovski

Growth Marketing Manager | Data-Driven Performance Marketer

Data-driven Growth Marketing Manager with expertise in email marketing, automation, lead generation, and campaign optimization. Proven ability to drive engagement, increase conversion rates, and improve ROI through strategic A/B testing, CRM integrations, and performance analysis. Experienced in Al-powered marketing tools, marketing automation, and data visualization, with a focus on scaling demand generation efforts for B2B businesses.

Professional Experience

Senior Campaign Manager (Growth & Email Marketing)



Sopro



- Designed and optimized B2B email marketing campaigns, improving lead conversion rates by 3%+ across multiple industries.
- Implemented Al-driven automation tools (LinkedIn Outreach, Intent Tracking, Generative Messaging) to enhance targeting and engagement.
- Conducted A/B testing on messaging, audience segmentation, and campaign content, improving campaign performance by 10%.
- · Managed KPI tracking & reporting using Power BI, Trello and Spreadsheets optimizing marketing spend and ROI.
- Led mentorship initiatives, improving junior team members' productivity by 2x through structured coaching on campaign strategy and execution.

Marketing Operations Executive (Lead Generation & CRM **Automation**



Sopro Sopro



77 Sep 2021 - June 2023

- Created and optimized lead generation funnels with a focus on email outreach, landing pages, and retargeting ads.
- Automated lead scoring and segmentation using HubSpot CRM, improving targeting and personalization.
- Spearheaded data analysis on marketing performance metrics, refining audience targeting and campaign effectiveness.
- Enhanced domain management and email deliverability, ensuring high inbox placement and reducing spam filtering issues.
- Trained junior team members on growth hacking techniques, marketing automation, and conversion rate optimization.

Tools & Technologies

- Marketing Automation & CRM: HubSpot, Planhat
- Data Analytics & Reporting: Power BI, Excel, Spreadsheets
- Email & Lead Gen Tools: LinkedIn Outreach, Intent Tracking, Generative Messaging
- 📌 Project Management: Trello, Planhat

Key Achievements

- ✓ Increased email conversion rates by 3%+ from previous 0.5% through strategic A/B testing and segmentation.
- Reduced bounce rates and increased response rate by 5% by implementing Al-driven subject lines, formatting signatures in HTML and domain optimization.
- Boosted lead qualification accuracy from 50% to 80% using campaign data analysis for spotting trends, Al-powered personalization and frequent meetings with the client to understand offering in depth.
- © Mentored new junior team member through probation and decreased probation time from 3 to 2 months by creating structured learning plan.

Soft Skills & Leadership

- Strategic Thinking & Data-Driven Decision
 Making
- ◆ Cross-Functional Collaboration (Worked with sales, product, and operations teams)
- Client Communication & Stakeholder

Management

- Team Leadership & Mentorship (Improved junior team efficiency by 2x)
- Problem-Solving & Adaptability in High-Growth Environments

Growth Marketing Approach

- AARRR (Pirate Metrics): Acquisition, Activation, Retention, Revenue, Referral.
- Growth Loops & Flywheels: Continuous customer engagement & retention.
- Customer Journey Mapping: Optimizing marketing touchpoints for conversion.
- Al-Powered Personalization: Using machine learning to enhance marketing automation.

Languages

- 🛼 English Fluent TOEFL (C1)
- 🗫 German Limited Working Proficiency (A2)

Sales Representative (Lead Generation & Client Engagement)

- WVP Fund Management
- 77 Jan 2021 Aug 2021
 - Developed lead generation strategies, increasing conversions on investment & insurance plans.
 - Consulted clients on financial planning and risk assessment, ensuring tailored solutions for their needs.
 - Managed the full sales cycle from lead qualification to closing, improving client acquisition rates.

Banking Officer (Financial Analysis & Client Management)

- **M** HALKBANK
- 77 June 2020 Sep 2021
- Managed corporate and private banking accounts, handling transactions, financial consultations, and direct product sales.
- Conducted data analysis & reporting on customer transactions, supporting financial decision-making.
- Provided customer support & retention strategies, aligning with client success principles in marketing.

Junior Broker (Market Research & Data Analysis)

- **EUROHAUS**
- 🃅 Feb 2019 July 2019
- Monitored market trends & securities trading, identifying insights for investment strategies.
- Assisted in client contract management, ensuring compliance with financial regulations.
- Conducted data-driven risk assessments, supporting informed decisionmaking.

Marketing & Sales Operator (Field Marketing & Campaign Execution)

- ◆ IDEA PLUS Communications
- Feb 2016 Feb 2017
 - Executed promotional marketing campaigns, increasing product visibility and engagement.
 - Managed sales & marketing field teams, ensuring proper execution of brand awareness initiatives.
 - Assisted in business planning & budget forecasting, optimizing promotional spending.

Certifications **=**

- ✓ Udemy | Figma | 2024
- ✓ Udacity | Marketing Analytics | 2023 2024
- ✓ HubSpot | Marketing Software Certified | 2024
- ✓ Google | Search Ads Certification | 2023
- ✓ IBMI | Essential Management Skills | 2020