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 AI-powered marketing tools, marketing automation, and data visualization, with a focus on scaling demand generation efforts for B2B businesses.

Contact

🔗 **LinkedIn**

✉️ **Email**
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Education

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

📌 **Financial Management and Banking**
University of Foggia, Italy, Erasmus + student exchange | 2018 - 2019

Skills

Growth Marketing & Demand Generation

- 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 Reporting
- Campaign Performance & Reporting

Multi-Channel Marketing

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

Professional Experience 💼

Senior Campaign Manager (Growth & Email Marketing)

📌 Sopro

📅 June 2023 - Present

- Designed and optimized B2B email marketing campaigns, improving lead conversion rates by 3%+ across multiple industries.
- Implemented AI-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

📅 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 AI-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, AI-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.
🟢 AI-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

📅 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)

📌 HALKBANK

📅 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 decision-making.

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