BOJAN STOJANOVSKI

OUTBOUND SENIOR CAMPAIGN MANAGER

Skopje, North Macedonia | bojan.stojanovski28@outlook.com | Website | LinkedIn

Marketing professional with strong foundation in strategic planning and campaign execution. Known for collaborative leadership and delivering impactful marketing solutions. Skilled in market research and brand positioning with focus on driving results and adapting to change.

AREA OF EXPERTISE

Creative Direction
Content Development
Multi-Channel Marketing
Data Analytics

Marketing Automation
HubSpot CRM Management
AI-Powered Personalization
Reporting

Domain Management & DNS Setup
Email Deliverability & Warm Up
Performance Analytics

KEY ACHIEVEMENTS

- Improved team productivity 2x through structured coaching on campaign strategy and execution.
- Increased response rates for 50% on email campaigns by implementing AI-driven subject lines, formatting signatures in HTML and domain optimization.
- Got promoted to Senior Campaign Manager before the eligibility timeframe.
- Mentored new junior team member and decreased probation time from 3 to 2 months with structured learning plan.

PROFESSIONAL EXPERIENCE

Senior Campaign Manager, Sopro   **June 2023 - Present**

- Creating and tracking team KPIs on weekly level, making sure all campaigns are performing to their best.
- Mentoring junior team members on campaign optimization and client management.
- Conducting team presentations and workshops for data tracking and analysis.
- Working on email deliverability projects with goal to enhance response rates across all Sopro clients.
- Working on campaign optimization projects with goal to increase lead and SQL rate across all Sopro clients.
- Creating content check step by step process which is implemented by entire team to streamline content checks and performance.
- Utilizing AI to create processes and reduce manual tasks to enhance team effectiveness and increase client satisfaction.
- Creating and managing CRM accounts for clients to achieve better campaign reporting and visual results.
- Using AI to create generative messaging personalized to each prospect making sure it includes info about the targeted company, industry, size and offering to create hyper-personalization.

Campaign Manager, Sopro   **Sep 2021 - June 2023**

- Managed up to 10 different clients simultaneously, 50 clients in total since I joined the company.
- Conducted entire tech setup, email and deliverability infrastructure for each campaign.
- Presented in-depth performance reports, trends and suggestions to clients on weekly review calls.
- Created entire campaign targeting strategy and identified the ideal target audience for each client.

- Managed multichannel outbound by utilizing email, website visitors and behavior, and LinkedIn.
- Integrated Sopro's internal systems with client's CRMs such as HubSpot, Pipedrive, Zoho and Salesforce.
- Crafted GDPR compliant email and LinkedIn outreach content and conducted AB testing through various approaches.
- Worked on departmental projects for KPI tracking systems and content performance.

Sales Representative, WVP Fund Management   **Jan 2021 - Aug 2021**
- Developed lead generation strategies, increasing conversions on investment and insurance plans. In the first month I sold 10 life insurance policies.
- 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, HalkBank   **June 2020 - Sep 2021**
- Managed over 20 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, Stock Trading - Eurohouse   **June 2020 - Sep 2021**
- 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.

EDUCATION

Bachelor of Financial Management   **Sep 2015 - June 2019**
University Ss. Cyril and Methodius - Faculty of Economics, Skopje, North Macedonia
- Major in Financial Management, Banking, Investment and Pension Funds.

Bachelor of Financial Management and Banking   **Jan 2018 - Jan 2019**
University of Foggia, Italy
- Erasmus + student exchange
- Thesis worked on: Monetary policy and Banking system of the EU.

ADDITIONAL INFORMATION

- **Languages:** English (C1) TOEFL, German (B1)
- **Certifications:** Figma, Udemy, 2024 | Marketing Analytics, Udacity, 2023 - 2024 | Marketing Software Certified, HubSpot, 2024 | Essential Management Skills, IBMI, 2020
- **Software:** Power BI, Trello, Excel and Spreadsheets, WordPress and Elementor, and Figma.

SOFT SKILLS AND LEADERSHIP

- Strategic Thinking & Data-Driven Decision Making
- Cross-Functional Collaboration (Worked with Sales, Product, and Operations teams)
- Client Communication & Stakeholder Management
- Team Leadership & Mentorship
- Problem-Solving & Adaptability in High-Growth Environments