



MARIJA MILANOVA

MARKETING AUTOMATION EXPERT

Successful and enthusiastic marketing automation expert, with excellent oral and interpersonal communication skills. Business strategist with focus on marketing and sales alignment in organizations. Relationship builder with positive entrepreneurial mind and strong personality. Winning and can-do attitude.

SKILLS

Pardot



Marketo



Salesforce Sales Cloud



Project Management



HTML / CSS



Analytics



CONTACT



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Bodalsvägen 15,
181 36, Stockholm, Sweden



Experience

Senior Marketing Automation Specialist

Trustly

Stockholm, Sweden
Jan 2021 - present

- Lead process implementation including documentation, performing pre-sales / sales trainings, and improvements
- Full ownership of the lead lifecycle implementation with grading and scoring
- Marketing performance tracking (connecting external tools with Pardot)
- Maintaining and building reports and dashboards in Salesforce and Einstein together with the analytics specialist
- Improving the quality of MA data - regular health checks, building operational processes
- Responsible for marketing nurture emails strategy, implementation and optimisation together with different stakeholders
- Creating campaign attribution model
- Working together with pre-sales and marketing managers to ensure the best ever possible customer experience
- Setting a strategy and roadmap, implementing and operating marketing technology products as an administrator

Marketing Automation Manager

Arvato Financial Solutions

Stockholm, Sweden
Sept 2018 - Jan 2021

- Owning the technical processes in Marketo, while training marketing managers how to use it and create their own campaigns.
- Strategic processes on lead generation, paid media, account-based marketing, and educating sales on lead follow up
- Building nurturing programs for leads in different stages of the funnel.
- Integrating Marketo and Microsoft Dynamics, while optimizing automation processes

Growth Hacker

Avaus

Stockholm, Sweden
May 2017 - Sept 2018

- Implementing and operating marketing automation systems, mainly Marketo and Pardot
- Building workflows, scoring model, and campaigns
- Analyzing results and suggesting improvements
- Executing A/B tests and optimizing workflows
- Creating scalable processes that ensures best practices in lead generation, churn prevention activities and customer loyalty program
- Linking SEO/SEM, analytics and MA to optimize campaigns
- Making sure marketing and sales teams are aligned by creating processes and following an agile way of working

Digital Marketing and Campaign Manager

Vendemore

Stockholm, Sweden
Oct 2016 - May 2017

- Developing, implementing, monitoring, analyzing and prioritizing digital Account Based Marketing (ABM) campaigns for companies in Europe and North America.
- Ensuring campaigns are launched successfully, according to schedule and specifications with up-to-date status of tasks clearly communicated to the production manager
- Performing quality checks on advertising material to ensure that content, scripts and target audiences are validated and logically applied.
- Monitoring daily performance of campaigns across partner sites and target audience.

Marketing Automation Coordinator

Projectplace / Planview

Stockholm, Sweden
Oct 2013 - Oct 2016

- Creating and executing various marketing automation campaigns using Marketo, including engagement programs, newsletters, webinars and seminars.
- Helping and supporting the sales team by creating specific campaigns such as Call Days, reactivating recycled leads, sending personalized emails.
- Aligning marketing and sales with regular follow up meetings, and adjusting the lead funnel process.



Education

Stockholm University

Stockholm, Sweden
2022 - present

Strategic Information Systems Management
Masters degree

The programme will help me develop my skills in planning, management and technique required for leading any organisation in today's complex digital world. The focus is on design, implementation, use and evolution of information systems.

Jönköping University

Jönköping, Sweden
2009 - 2012

International Management
Bachelor degree

At the Jönköping International Business School i finished my studies as an undergraduate in Business Administration. This program combines entrepreneurship, business renewal and internationalization for a broad perspective on business.