

MARIJA MILANOVA



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

Marketo | Pardot | Account-based marketing | Sales cloud | Salesforce | Trailblazer | Einstein Analytics | Google Analytics | Projectplace | Wordpress



LANGUAGES

English (Fluent)
Swedish (Basic)
Macedonian (Fluent)



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MARKETING AUTOMATION MANAGER ARVATO FINANCIAL SOLUTIONS

Stockholm, Sweden
Sept 2018 - Present

Responsibilities: 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 AVALUS

Stockholm, Sweden
May 2017 - Sept 2018

Responsibilities: Implementing and operating marketing automation systems mostly Marketo and Pardot, including building workflows, scoring model, and campaigns. Analyzing results and making suggestions for improvement, executing continuous A/B testing and optimizing workflows. Creating scalable processes that ensures best practices in lead generation, churn prevention activities and customer loyalty programs. 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

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

MARKETING AUTOMATION COORDINATOR PROJECTPLACE INTERNATIONAL AB

Stockholm, Sweden
Oct 2013 - Oct 2016

Responsibilities: Creating and executing various marketing automation campaign 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.

SENIOR SALES EXECUTIVE MARCUS EVANS - THG SPORTS

Stockholm, Sweden
Apr 2011 - Oct 2013

Responsibilities: Maintain the relationship with existing clients as well as identify new clients. Create an interest in corporate hospitality at major sporting events worldwide to ultimate decision makers. During this period I have developed excellent communication skills and a system that has helped me reach monthly targets, while at the same time keeping a high level of motivation.



JÖNKÖPING UNIVERSITY

Jönköping, Sweden
2009 - 2012

INTERNATIONAL MANAGEMENT UNDERGRADUATE

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.