

ZIMZOVSKI

Jovan Zimzovski -- Marketing Manager & Strategist

EXPERIENCE

2017 - NOW

Make Marketing Consultants | Co-founder

Co-founder of a marketing consultancy that specializes in helping clients grow their business and improve their team's capacity.

- Work with clients to identify their needs and analyze their audience.
- Develop marketing strategies tailored to the unique goals of each client.
- Lead a team of marketers and developers in building custom marketing solutions.
- Drive client acquisition from promotion to proposal development and presentation.

2016 - 2017

Tangerine | Marketing Project Manager (Contract)

Hired to provide end-to-end management of marketing campaigns and initiatives.

- Led cross-functional / cross-departmental teams in the delivery of integrated marketing campaigns and projects.
- Provided marketing consultation to help key stakeholders define campaign strategy, client flows and project scope.
- Provided project management, ensuring that campaigns and initiatives stay on schedule and within budget.
- Improved team efficiency and communication by investigating and integrating new tools within the marketing department.

2012 - 2016

Alzheimer Society of Toronto | Marketing Manager

Hired to help improve brand awareness, increase fundraising dollars and revitalize all print and marketing collateral.

- Led the strategic and creative direction for all marketing campaigns and initiatives.
- Developed a branding guideline. Led the redesign of all print and digital collateral including flyers, emails, annual reports, print/digital ads and websites.
- Provided project management for all marketing campaigns and digital initiatives.
- Managed a portfolio of vendors and agencies and a budget of \$260,000.
- Managed and mentored a team of four direct and indirect reports.
- Developed and implemented the Society's first SEO and SEM strategy resulting in an 80% increase in online visitors and a 12% decrease in bounce rate over two years.

EDUCATION

2016 - 2016

Google

Google Analytics Certificate

2011 - 2013

OCAD University

Digital Media Certificate

2005 - 2009

York University

B.A. Honours English & Visual Arts

SKILLS

Adobe Creative Suite

Branding

Copywriting

Creative Direction

Digital Marketing

HTML + CSS

Microsoft Office Suite

Print Marketing

Project Management

SEO + SEM

Social Media

Strategy Development

Technical Writing

Wordpress