

# Nevena Beljanski

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## Portfolio

### Summary

- ▷ Helping businesses effectively engage with their target audience and drive desired actions through strategic email campaigns
- ▷ Writing compelling email copy that encourages recipients to take action, such as making a purchase or signing up for a newsletter
- ▷ Developing an email marketing strategy
- ▷ Developing content ideas that align with the brand's values and target audience
- ▷ Writing blog posts, articles, social media posts, and other forms of written content that educate and inspire readers
- ▷ Using SEO best practices to optimize content for search engines
- ▷ SEO analysis of the website with recommendations and corrections

### Experience



#### **SEO & Content Assistant**

##### *Animal Advocacy Careers*

Oct 2023 - Present

- ✓ Social media management assistance
- ✓ Content creation and optimization
- ✓ Blog editing
- ✓ SEO
- ✓ Managing social platforms
- ✓ Community management



## **Copywriter**

### **Great Vegan Copy**

Sep 2020 - Present

- ✓ Helping businesses effectively engage with their target audience and drive desired actions through strategic email campaigns
- ✓ Writing compelling email copy that encourages recipients to take action, such as making a purchase or signing up for a newsletter
- ✓ Developing an email marketing strategy
- ✓ Developing content ideas that align with the brand's values and target audience
- ✓ Writing blog posts, articles, social media posts, and other forms of written content that educate and inspire readers about veganism
- ✓ Using SEO best practices to optimize content for search engines
- ✓ SEO analysis of the website with recommendations and corrections
- ✓ Setting up and maintaining Google Business Profile



## **Spartan Global Brand Ambassador**

### **Spartan**

Apr 2020 - Present

- ✓ Creating and executing social media campaigns to promote Spartan Race events
- ✓ Collaborating with the marketing team to develop engaging and creative content for social media platforms
- ✓ Engaging with the Spartan Race community on social media by responding to comments and messages, and sharing user-generated content
- ✓ Attending Spartan Race events as a representative of the brand, interacting with attendees and promoting the brand
- ✓ Monitoring social media analytics to track the success of campaigns and adjusting strategies as needed
- ✓ Building relationships with influencers and ambassadors to increase brand awareness and reach
- ✓ Staying up-to-date on social media trends and best practices to ensure the brand stays relevant and engaging to followers


## **Education**

### **Faculty of Service Business**

Master's degree in business, management & marketing

## Licenses & Certifications

 **Search Engine Optimization** - HubSpot Academy

 **Email Marketing** - HubSpot Academy

 **Introduction to Animal Advocacy Online Course** - Animal Advocacy Careers

## Skills

- Search Engine Optimization (SEO)
- Email Marketing
- Creative Writing
- Web Content Writing
- Email Design
- Copywriting

## Languages

- English - full professional proficiency
- French - intermediate
- German - intermediate
- Serbian - native