



BESFORT LULAJ

DIGITAL MARKETER

ABOUT ME

Experienced Marketer with over 5 years of experiences in digital marketing, managing campaigns nationally and internationally. Well educated in Marketing, Advertising and PR; as well as being an excellent administrator who believes teams are everything within a company. Managed teams of 5-25 people across different industries and positions. Enjoys developing productive long term external relations by demonstrating strong leadership and integrity. Driven by numbers, working to achieve the best results and dominate in the industry.

MAIN INTERESTS

- *Content Marketing (Story Telling)
- *Social Media (Paid Advertising)
- *Public Relations (CSR Campaigns)
- *Online Tutoring (StartUP, Entrepreneurship)
- *Public Speaking
- *Content Creation (Video Animation)
- *Advertising (Guerilla Marketing)

REACH ME AT



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Kater Grykat nr 11, Kalabri,
Prishtine, 10000, Kosovo

ACADEMIC HISTORY

Sheffield University - Master Oct 2014 - Dec 2015 |

Marketing, Advertising and Public Relations

University of Prishtina - Bachelor Oct 2010 - Jul 2014 |

Banking, Finances and Accounting

Gymnasium "Bedri Pejani"- Distinct Sep 2007 - Jul 2010 |

Mathematics and Informatics

CERTIFICATIONS AND TRAININGS

Hubspot Academy - Email marketing - 2021

Hubspot Academy - Content marketing - 2021

Hubspot Academy - Inbound marketing - 2021

Sheffield University - Social Entrepreneurship - 2015

US Embassy - Developing leadership skills and new connections - 2015

AMERICAN CORNER - National public speaking campaign to aware young scholars of the importance of volunteering.- 2015

CAREER HISTORY

Campaign Manager AxonIQ

Jan 2022 - Present

Oversees the day-to-day planning and execution of all paid advertising (Google paid search, Google display ads, LinkedIn/Facebook/Twitter/Instagram/YouTube/Reddit ads).

Responsible for both the 'always on' global campaigns that company runs, as well as the regional teams localized campaigns. Uses tools such as Google Analytics, Hubspot, ad campaign management dashboards, and SEO tools to analyze the performance of all paid ad campaigns.

Report regularly on the status of all campaigns and evaluate improvements that can be made over time.

Digital Marketing Manager Creative

May 2017 - Jan 2022

Helped small and medium sized businesses by: Conducting in-depth content and social media audits based on client's owned media assets.

Create content marketing strategies based around client's business goals, existing content and chosen key performance indicators.

Analyze the targeted audience (Create buyer personas).

Plan Digital Marketing Campaigns (Creatives and frequency of distribution per creative).

Conceptualize and develop digital marketing content (Photos, Designs, Videos, GIFs).

Decide in teams which channels to use for distribution (Facebook, Instagram, Twitter, YouTube, LinkedIn, TikTok).

Develop and design ads (FB, Instagram, LinkedIn).

CEO / Cofounder Tai Sweets

July 2017 - March 2021

Tai Sweets is a well-known sweet shop chain in Western Balkans and was co-created by me in 2017. I exited the company after four years, but during that time have engaged heavily on branding strategy to grow this brand from nothing into what it has become today! It has 5 shops in 3 regions of Kosova.

Digital Marketing Lecturer Universum College

May 2017 - Nov 2017

Besides the lessons, I have executed digital strategies, from managing accounts and campaigns to designing creative ads. I have also provided daily analyses of campaign performance with optimizations for the best possible results.

Communications Officer Save the Children

Aug 2016 - Feb 2017

Develop and produce communication materials to profile Save the Children's programs both internally and externally (Case Stories, Newsletters, Press release, other communication materials).

Send out and update Country Office welcome materials.

SKILLS AND TOOLS

- Hubspot CRM (Lead Generation automatization, Build automated email marketing strategies)
- Ads Manager/Creator Studio/Business Suite
- Google Analytics (Intermediate user)
- Davinci Resolve (Basic)
- Adobe Illustrator (Basic)
- Adobe Photoshop (Basic)
- Adobe Lightroom (Basic)
- Canva (Proficient)
- ClickUP

HOBBIES AND INTERESTS

- Reading
- Walking on mountains
- Swimming

YOUR NOTES

REFERENCES

Kelly McClure

Vice President of Global Marketing @AxoniQ
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Argjend Haxhiu

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Rudina Ademi Shala

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Yiannis Kaminis

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PROJECTS

LabBox Education- STEM -2021

Designed and distributed the campaign that targeted the Romanian market. Photo shooting of products, video recording in studio and outdoor, simple design and minor video editing. Achieved incredible Lead Generation results through FB and Instagram ads. Developed a LinkedIn Campaign that targeted Investors for Seedblink listing.

Dayschool Prishtina- 2019

Developed the digital marketing strategy to aware the targeted audience for the services provided by the preschool institution.

The Young Voices -2016

An International conference organized to present the research aiming to measure children's rights implementation by the government and other stakeholders..

Finnish Schools International -2017

Developed the digital content for the institution. Delivered and distributed the content across many channels, mostly blogs to generate leads for the school. Shaped the whole digital campaign.

ACHIEVEMENTS

100% Scholarship for Master Studies - (2014)
University Scholar - (2010-2013)