



SUMMARY

I am a dynamic sales and marketing professional with an impressive track record across various industries. I have a proven ability to plan and execute intricate sales and marketing campaigns, consistently outperforming industry standards. My expertise lies in streamlining business functions, digital communication, and hands-on management. I'm recognized for cultivating lasting client partnerships and leading collaborative teams. I possess an advanced academic background in finance and accounting, which complements my practical business skills. Social media marketing is a deeply ingrained skill of mine. I'm passionate about delivering exceptional results and am ready to take on key leadership roles.

EDUCATION

Applied Project Management

West London University • UK, London • 2024

Finance and Accounting

Agricultural University of Tirana • AL, Tirana

Social Media Marketing MASTERCLASS

UDEMY

LANGUAGE SKILLS

Albanian

Native Proficiency

English

Professional Proficiency

SKILLS & COMPETENCIES

Sales & Marketing:

- Sales Strategy Development
- Relationship Building
- Digital Marketing Strategy

Digital Marketing Proficiencies:

- Social Media Management Tools (Hootsuite, Buffer)
- Content Creation Tools (Canva, Adobe Suite)
- Digital Analytics (Google Analytics)

PROFESSIONAL EXPERIENCE

Executive Director

Capital Point SHPK, Tirana, Albania | 2022 - 2023, Full-Time

- Leading operations, achieving optimal resource allocation and adherence to budget.
- Performed finance and HR functions, ensuring compliance and employee satisfaction.
- Supported strategic planning, resulting in a 20% increase in annual business growth.
- Formed key activities, increased organizational efficiency by 15%.
- Oversaw content creation, amplifying and delivering brand visibility.

Office Manager & Social Media Manager

The Point Real Estate, Tirana, Albania | 2021 - 2022, Full-Time

- Pioneered enterprise management systems, enhancing overall productivity.
- Streamlined administrative tasks, ensuring timeliness and reduced overhead costs.
- Led social media strategy, resulting in a 40% increase in online contact inquiries.
- Developed stronger relationships with real estate agents, leading to more agent registrations.
- Created cross-functional teams, which enhanced the success rate of property transactions.
- Implemented a targeted online marketing campaign, accelerating sales and property visibility.

Marketing Specialist & Social Media Manager

Talise Beauty and Spa, Tirana, Albania | 2021 - 2023, Freelance (Contract)

- Developed and implemented marketing strategies, resulting in a 35% increase in spa appointments and product sales.
- Championed the brand's social media presence, achieving a 50% increase in followers and a 40% increase in online engagement.

Project Management:

- Project Management Tools and Methodologies
- Cross-functional Team Collaboration

Administrative & Operational:

- Financial Management Software
- Enterprise Management Systems
- Office Suites (Microsoft Office, Google Workspace)

Communication & Presentation:

- CRM Tools (Salesforce, HubSpot)
- Presentation Tools (PowerPoint, Prezi, Keynote)
- Client Relationship Management

Research & Analysis:

- Market Research Tools and Techniques
- Data Interpretation and Reporting

Soft Skills:

- **Collaborative teams:** Proven success in cross-functional teams.
- **Problem Solving:** Proven in solving and resolving customer problems.
- **Adaptable:** Adapted work and study from Albania to the UK.
- **Strong Communication Skills:** Effective in sales, marketing and customer relations functions.
- **Leadership:** Developed multi-tasking and team strategies.
- **Attention to detail:** Guaranteed consistency in management and financial activities.
- **Time management:** Multiple business responsibilities have been successfully handled.
- **Continuing Education:** Dedicated to continuous professional development.
- **Customer Oriented Approach:** Always prioritizing and meeting customer needs.

- Used analytics to refine marketing strategies, optimize ad spend, and increase ROI by 30%.
- Led content creation for social channels, resulting in an increase in online bookings through direct social media links.
- Strengthened partnerships with local influencers and bloggers, raising brand awareness and increasing new registrations by 15%.

Sales & Marketing Associate

SOFT AS A GRAPE, Oak Bluffs, Massachusetts, United States | Jul - Oct 2019, Full Time

- Ensure structured financial transactions, accurate accounting and cash management.
- Marketing initiatives were implemented, resulting in an impressive 30% increase in retail sales over the period of implementation.
- Collaborated with team to curate tailored promotions, for 15% growth in repeat customers.
- Analyzed sales data to inform future campaigns, improved marketing ROI.
- Contacted customers on the ground, increasing customer satisfaction and increasing loyalty program enrollment by 10%.

Sales Agent

RG Capital Tirana, Albania | Dec 2018 - May 2019, Full Time

- Established and maintained strong client relationships, resulting in consistent contract closings.
- Consistently met or exceeded monthly sales targets by approximately 15%.
- Conducted market research to inform potential customers and new market opportunities.
- Created persuasive sales presentations tailored to potential customers.
- Collaborated with the sales team to optimize sales strategies.
- Resolved customer concerns promptly, ensuring satisfaction.