



## Europass Curriculum Vitae



### Personal information

First name(s) / Surname(s) **Gordana Andonovska**  
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E-mail Gordana@inoptimum.com.mk  
Nationality Macedonian  
Date of birth 26.06.1976  
Gender Female

### Desired employment / Occupational field

**Consultant**

### Work experience

Dates	2008 -
Occupation or position held	Owner and certified trainer
Main activities and responsibilities	Trainer on speed reading courses and accelerated learning techniques, memory and concentration techniques Trainer of trainers Sales, marketing and PR Consultancy
Name and address of employer	IN OPTIMUM MAKEDONIJA, Orce Nikolov 160, 1000 Skopje
Type of business or sector	Educational management and consulting
Dates	2009 - 2010
Occupation or position held	Consultant on economic analysis of energy projects
Main activities and responsibilities	Evaluation of economic sustainability of energy projects Coordinator among institutions, business correspondence, supervision on invoice payment Marketing consultant in the project "Enabling the environment for introducing energy efficiency in buildings in the Republic of Macedonia", financed by Austrian development cooperation Preparing of project proposals (IPA)
Name and address of employer	ENERGY AGENCY OF THE REPUBLIC OF MACEDONIA, Orce Nikolov 63, 1000 Skopje
Type of business or sector	Public
Dates	2000 - 2008
Occupation or position held	International project manager and Contact centre manager

Main activities and responsibilities	International project manager for developing new sales channel through print media (budgeting, media planning, negotiations, reporting) in Slovakia (August 2004 – June 2005). Managing of contact centre: recruitment of agents, training, coordination, task management, motivation and controlling; developing and implementation of marketing and business plan; product management, stock management, customer care management; competition analysis; coordinator for testimonial production; project management; reporting; organization of public events, mystery shopping.  Developing and managing B2B и B2C (local and international)
Name and address of employer	STUDIO MODERNA, Ivo Ribar Lola 72, 1000 Skopje
Type of business or sector	Marketing and advertising, Retail
Dates	1999 - 2000
Occupation or position held	Sales and marketing Assistant for AUDI program
Main activities and responsibilities	Monthly sales forecast, marketing plan for AUDI, customer service
Name and address of employer	SA&SA COMPANY (Present Porsche Macedonia), blvd. Bosnia and Hercegovina bb, 1000 Skopje
Type of business or sector	Vehicle Industry
Dates	1997 (student work during summer)
Occupation or position held	Merchandiser
Name and address of employer	UNILEVER Skopje
Type of business or sector	Food consumption
<b>Education and training</b>	
Dates	2000 - 2005
Title of qualification awarded	Master studies: MBA Management
Principal subjects/occupational skills covered	Master Thesis: "Entrepreneurial challenge of the company for internationalisation of the business through Direct Response Television"
Name and type of organisation providing education and training	Faculty of Economics, Skopje, Macedonia
Dates	1995 - 1999
Title of qualification awarded	Bachelor in Management
Principal subjects/occupational skills covered	Bachelor Thesis: "Headhunting of managers within the company"
Name and type of organisation providing education and training	Faculty of Economics, Skopje, Macedonia
Dates	2010 - 2010
Title of qualification awarded	Participant as expert
Principal subjects/occupational skills covered	Study visit to Slovenia within the Project "Open dialogue on social inclusion through youth employment and labor rights in Macedonia"
Name and type of organisation providing education and training	European Commission and realised by Balkan Children and Youth Foundation, University of Ljubljana and Macedonian Confederation of Trade unions
Dates	2009 – 2009
Title of qualification awarded	Participant on training
Principal subjects/occupational skills covered	How to Design Quality Project Proposals – EU funded Project managed by the European Commission
Name and type of organisation providing education and training	CBIB – Cross Border Institution Building
Dates	2008– 2008
Title of qualification awarded	Certified trainer and trainer of trainers

Principal subjects/occupational skills covered	Training and certification of speed reading method (Power reading), advanced reading and learning techniques (In Optimum system Academy – Croatia, November 2008)
Name and type of organisation providing education and training	In Optimum Academy (Croatia)
Dates	2008 – 2008
Title of qualification awarded	Participant on seminar
Principal subjects/occupational skills covered	Bankruptcy proceedings training
Name and type of organisation providing education and training	Ministry of Economy of the Republic of Macedonia
Dates	2008 – 2008
Title of qualification awarded	Participant and presenter on workshop
Principal subjects/occupational skills covered	Project managers workshop
Name and type of organisation providing education and training	Studio Moderna Ljubljana
Dates	2006 – 2006
Title of qualification awarded	Participant and presenter on conference, 2nd prize
Principal subjects/occupational skills covered	Customer Management Centre Conference
Name and type of organisation providing education and training	Studio Moderna Prague
Dates	2005 – 2005
Title of qualification awarded	Participant and presenter on conference
Principal subjects/occupational skills covered	Print media conference – developing print sales channel
Name and type of organisation providing education and training	Studio Moderna, Ljubljana
Dates	2004 – 2004
Title of qualification awarded	Participant and presenter on conference
Principal subjects/occupational skills covered	Call centre conference
Name and type of organisation providing education and training	Studio Moderna, Ljubljana
Dates	2004 – 2004
Title of qualification awarded	Participant and assigned for Slovakian market
Principal subjects/occupational skills covered	Training on project management in print media (two weeks)
Name and type of organisation providing education and training	Studio Moderna, Ljubljana
Dates	2004 – 2004
Title of qualification awarded	Participant
Principal subjects/occupational skills covered	Training for managers and entrepreneurs in SME – management
Name and type of organisation providing education and training	Foundation for SME development, Skopje
Dates	2003 – 2003
Title of qualification awarded	Participant and presenter, 1st prize
Principal subjects/occupational skills covered	Customer Care Future “Know How” training
Name and type of organisation providing education and training	Studio Moderna, Slovenia

Dates	2003 – 2003
Title of qualification awarded	Participant and presenter
Principal subjects/occupational skills covered	Global Competitiveness Program – Joint student consulting project, problem based learning: case studies in Makedonski Telekom and T-Mobile
Name and type of organisation providing education and training	Faculty of Economics Skopje & Ohio University – Skopje, June/July 2003
Dates	2001 – 2001
Title of qualification awarded	Participant on seminar
Principal subjects/occupational skills covered	Telemarketing services in Call centre
Name and type of organisation providing education and training	Studio Moderna, Dublin
Dates	2000 – 2000
Title of qualification awarded	Participant on seminar
Principal subjects/occupational skills covered	Retail Conference
Name and type of organisation providing education and training	Studio Moderna, Ljubljana

### Personal skills and competences

Mother tongue(s) **Macedonian**

Other language(s)

Self-assessment

European level (\*)

**English**

**German**

**Italian**

**Slovenian**

**Serbian**

**Croatian**

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C2	Proficient User	C2	Proficient User	C2	Proficient User	C2	Proficient User	C2	Proficient User
B2	Independent User	B2	Independent User	B2	Independent User	B2	Independent User	B2	Independent User
A2	Basic User	A2	Basic User	A2	Basic User	A2	Basic User	A2	Basic User
A2	Basic User	A2	Basic User	A2	Basic User	A2	Basic User	A2	Basic User
C1	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User
C1	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User

(\*) [Common European Framework of Reference for Languages](#)

Social skills and competences

Excellent communication and networking skills acquired while working on projects, on training, on regular meetings on local and international levels, team buildings; analytical and presentation skills; open minded; creative and innovative; proactive; ambitious; goal persistent; customer oriented; self-accomplished; change motivator; positive; initiative and learning eagerness; ability to carry out task independently and under time pressure.

Organisational skills and competences

Organizational skills acquired on managerial positions, in team coordination, delegation of tasks, reports and written communication.

Technical skills and competences

Trainer in different management fields (Customer service & care, Organizational Behavior, Complaint management, Questioning techniques, Telemarketing and telesales, Upsell & Crosssell techniques, Advanced learning and speed reading techniques);

English/Macedonian and Macedonian/English translator

Computer skills and competences	MS Office (Word, Excel, Power Point, Outlook, Publisher), Corel, Internet, Photoshop
Artistic skills and competences	Dancing
Other skills and competences	Mystery shopper
Driving licence	Clear B
<b>Additional information</b>	Macedonian Marketing Association SWOT Mystery Shopping company