



**PERSONAL INFORMATION**

Name **Irena Bojadzieva**  
Address **ST. 1439 NUMBER.2; 1000 SKOPJE  
R. MACEDONIA**  
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E-mail **ibojadzieva@gmail.com**  
Nationality **R. Macedonia**  
Date of birth **8 March 1975**  
Gender **Female**

**WORK EXPERIENCE**

- Dates (from – to)
- Name and address of employer
- Type of business or sector
- Occupation or position held
- Main activities and responsibilities

**February 2008-August 2010**

**SEMOS DOO Skopje**

**Computer Engineering Company**

**Marketing and sales middle level manager**

- Preparation, design and realization of tenders (MK, EU, WB)
- Preparation and coordination of large clients offers
- Preparation and participation of clients presentations
- Participation and preparation of mailers, advertisements, marketing materials and presentations
- Organization and participation on fairs, conferences and events
- WEB page content
- Seminars and conferences
- Follow up design and implementation of IPA, CIP and FP7 projects
- ISO 9001 – Applicative software
- HR application (360° degree and profile, development and campaign)
- Pre sales and after sales activities
- Follow up, design and implementation of projects under BAS Programme in RM

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**October 2006-April 2007**

**CBIB - Cross Border Institution Building**

**An EU-funded Project managed by the European Commission  
DG Enlargement, Unit D3 Regional Programs**

**Cross border institution building**

**Office manager**

- Support of the work of EU Expert
- Day to day logistic support
- Liaising with government, international and civil organizations
- Preparation of the field trips, visits and special events
- Coordination of meetings and preparation of documentation, as well as reports
- Organize SWOT analysis, seminars and internal meetings
- Entering information in database
- Preparation of payment requests
- Initiation of the procurement process
- Correspondence and translation meter
- Monitoring of media cover and awareness of the project
- Daily administrative work, note taking and follow up
- Logistic for staff travel, transport and accommodation (Travel Authorizations and Travel Claims)
- Manage petty cash and receive and approve invoices for small and big purchases
- Preparation of marketing materials for the visibility of the project
- Archive files and all the incoming and outgoing documents
- Preparation of weekly reports
- Part in preparation of monthly reports

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**July 2006-October 2006**

**New Moment**

**Marketing Agency**

**BTL account for COSMOFON**

- Negotiating in the name of the client and representing the clients interest
- Preparing Power Point reports for the client
- Preparing analysis and market research for the client
- Preparing BTL activities and presentations

- Dates (from – to)
- Name and address of employer
  - Type of business or sector
  - Occupation or position held

**January 2000-April 2006**

**MAT-Macedonian Airlines**

**Airline company**

**Marketing Manager**

**Ground handling manager**

**PR**

**General secretary**

- Main activities and responsibilities

- Negotiation and signing agreements for Marketing purposes
- Organizing marketing promotions for agencies, clients and business partners with arranging the places the dates and hotel reservations for the guests from other countries
- Preparing marketing representative materials for the promotions- Timetable, in flight revue for in flight entertainment and accessories
- Preparing and creating the in flight animations for safety instructions and entertainment
- Organization of the promotion for the 10th year's anniversary for

2000 guests, with guests from the Diplomats, Business partners, Agencies and Public people

- Coordination with the printed and video media on every day basis
- Preparing and distribution to a documentary film for 100 years aviation-10 years MAT
- Preparing printed and video advertisements
- Producing and distribution of marketing materials for every branch office of the company-manager for Frequent Flyer Program-loyalty program for the passengers
  
- Negotiating and signing Agreements for logistic support for the A/C
- Preparing analysis, negotiating and concluding agreements for logistic support of the field of work of the company, arranging services for the passengers and the aircraft
- Every day communication with the service companies on every destination
- Revision of the financial situation and arrange for payments of the clients
- Organizing VIP flights for the Government of R.M.
- Organizing carter flights of commercial nature
  
- Attend meetings on every level of the company
- Preparing documents for the meetings that have to be held for the personnel that will take part at the meeting
- Prepare documents and attend at the meetings of the Board of directors
  
- Collecting information from Internet and other sources
- Coordination with the media and preparing official statements for the press

• Dates (from – to)

• Name and address of employer

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• Occupation or position held

• Main activities and responsibilities

**March 1999-November 1999**

**ZEPTEK MAK Skopje**

**Medical, cosmetic and health products**

**Marketing assistant following Marketing Manager**

***-Organizing promotions for the client and buyers***

***-Coordination with the media***

***-Presenter of the products of ZEPTEK which included medical, cosmetically and health products***

***-Organizing workshops and educational seminars for medical products***

## EDUCATION AND TRAINING

• Dates (from – to)

• Name and type of organization providing education and training

• Principal subjects/occupational skills covered

• Title of qualification awarded

• Level in national classification (if appropriate)

**Writing thesis**

**Master studies in Marketing Management at the University of St. Cyril and Methodius - Skopje**

**Graduated in Management-Faculty of Economics at the University of St. Cyril and Methodius - Skopje 1993-1998.**

***Marketing and Management***

***Bachelor of Economics and Management***

**VIII/1 degree**

**PERSONAL SKILLS  
AND COMPETENCES**

*Acquired in the course of life and career  
but not necessarily covered by formal  
certificates and diplomas.*

- **National license for Health Management and Health Leadership**
- **Certificate for Bankruptcy Manager-Ministry of Economy of RM**
- **Operative Management Certificate-NAAC USA;**
- **Seminar for CBC-IPA CBIB Zagreb, EU Project**
- **Workshop CBC-CBIB Skopje, EU Project**
- **FFP Seminar (Loyalty program)-Unique Airport, Zurich**
- **Workshop for Airline Marketing**
- **Seminar for marketing for medical products -Biopton AG, Zurich**
- **Authorised court translator in English**
- **Hellenic American University for ALCE (Advanced knowledge of English Language)**
- **Seminar – Accessing funding opportunities from the EU:IPA and other Community Programmes (Euro Funds)**
- **Taining for –Writing successful project for EU Funds (Euro Funds)**
- **Seminar and workshop for FP7 – Writing successful project and management-Food Consulting and Prof.D-r Vladimir Kakurinov**
- **EU-Pre Accession funds – What should be done (workshop) (Chamber of Commerce)**
- **Advanced training course for EU Funding and Project Proposal Development (Chamber of Commerce and Chronos)**
- **FP7-Workshop (Chamber of Commerce)**
- **ISO external auditor**
- **Economic Chamber of Commerce (Macedonia)-Public procurement procedure in Macedonia**

MOTHER TONGUE

**Macedonian**

OTHER LANGUAGES

- Reading skills
- Writing skills
- Verbal skills

**ENGLISH**

**Excellent**

**Excellent**

**Excellent**

- Reading skills
- Writing skills
- Verbal skills

**ITALIAN**

**Very good**

**Good**

**Good**

- Reading skills
- Writing skills
- Verbal skills

**GREEK**

**Good**

**Good**

**Good**

**SOCIAL SKILLS  
AND COMPETENCES**

*Living and working with other people, in*

*Page 4 - Curriculum vitae of  
[SURNAME, other name(s)]*

- **Capabilities for fast acquiring of new skills and knowledge**

For more information go to  
[www.ear.eu.int](http://www.ear.eu.int)

*multicultural environments, in positions where communication is important and situations where teamwork is essential (for example culture and sports), etc.*

- **Flexible, reliable, with positive energy and attitude**
- **High commitment towards fulfilment of given tasks**
- **Meeting assigned deadlines**
- **Excellent performance of both team and individually work**
- **Loyalty, Tactic, Imaginative**
- **Manage every obstacle**
- **Taste for human relations and contacts**
- **Excellent performance both as a part of a team and individually**

**ORGANIZATIONAL SKILLS  
AND COMPETENCES**

*Coordination and administration of people, projects and budgets; at work, in voluntary work (for example culture and sports) and at home, etc.*

**TECHNICAL SKILLS  
AND COMPETENCES**

*With computers, specific kinds of equipment, machinery, etc.*

**OTHER SKILLS  
AND COMPETENCES**

*Competences not covered with certificates*

**DRIVING LICENCE(S)**

**TOP QUALITY**

**Based on the fact that I have an university degree in management and all my working places were based with some kind of organization, management and logistic.**

**Excellent Windows, Power Point, Internet.  
Microsoft Project, Photoshop**

**At present Trainer for EU Funding at Clear View BTC and individual expert for EU projects**

**B type**