

Dr. Egzon Gashi

Gender: Male **Phone:** 📞 (+383) 49710 (Mobile) **Email address:** ✉️ egzon.g@live.com

ABOUT MYSELF

Marketing professional with over a decade of experience in digital marketing, strategic management, with a strong background in campaign execution, content strategy, and performance analysis. Proven track record in leading cross-functional teams, optimizing multi-channel campaigns, and leveraging data-driven insights to enhance customer engagement and revenue. Adept at aligning marketing strategies with business objectives, I specialize in driving digital transformation and sustainable business strategies to maximize impact.

In parallel with my management and marketing expertise, I am advancing my academic journey as a PhD in Business and Management and working as a part-time university lecturer. My academic research complements my practical experience, enabling me to offer strategic guidance in integrating responsible business practices with digital marketing initiatives. This unique blend of academic insight and real-world application empowers me to serve not only as a marketing leader but also as a consultant on sustainable business strategies.

WORK EXPERIENCE

Dardania College

University Lecturer in Management

[01/09/2020 - Current]

- Engaged in teaching and examining courses at bachelor level through lectures, seminars, tutorials, and course work.
- Supervised student projects, providing feedback on study skills and career guidance.
- Assisted students in their progression to Higher Education, internship opportunities, or employment.
- Engaged in research activities as well as other institutional processes.
- Contributed to curriculum development and collaborated on teaching improvement initiatives.
- Actively engaged with local schools, employers, and HEIs to enhance teaching and build partnerships.
- Collaborated with academic staff and quality assurance to enhance teaching methods and course materials

University Teaching Assistant in Management

[2017 - 2020]

- Assisted in preparing and delivering lectures, seminars, and tutorials.
- Provided support in developing course materials, lesson plans, and assessment tools.
- Offered guidance and support to students, including answering queries and providing feedback.
- Conducted office hours for individual or group consultations with students.
- Assisted in grading assignments, exams, and other assessments.
- Provided constructive feedback to students to facilitate their academic development.
- Managed classroom activities, attendance, and ensure a conducive learning environment.
- Used technology effectively for presentations, discussions, and interactive sessions.
- Engaged with the broader academic and professional community through networking and participation in relevant events.

International Business School Budapest - Hungary, Budapest

University Teaching Assistant in Marketing

[02/2023 - 02/2025]

- Engaged in teaching marketing courses.
- Prepared and delivered lectures, seminars, and tutorials to students, ensuring a comprehensive learning experience.
- Evaluated coursework, including presentations and exams, providing valuable feedback to improve student performance.

- Offered guidance and support to students by answering queries and fostering a positive learning environment.
- Utilized technology for engaging presentations, discussions, and interactive sessions.
- Engaged with the broader academic and professional community through networking and participation in relevant events.

Jellysmack x Ura Media

Performance Manager

[01/10/2024 - 28/02/2025]

- Developed and executed content strategies across multiple social media pages, surpassing targets by up to 135% quarterly.
- Managed the publication strategy and taking on a managerial role with my portfolio of social media platform pages.
- Analyzed social media metrics to enhance content performance and continuously expand audience reach and engagement.
- Utilized project management tools (Monday.com) to streamline workflows and meet publication deadlines.
- Collaborated with cross-functional teams to create engaging content that increased brand awareness and engagement.
- Developed in-depth expertise of the content of the team's verticals: detect trends, choose the best videos to work on, and analyze creators' performance to create customized suggestions.
- Identified the best performing publications and develop an expertise that will allow to select and test the best content to improve performance over the long term.

Social Media Manager

[01/06/2023 - 30/09/2024]

Content Strategist

[01/06/2022 - 31/05/2023]

Digital Marketing Consultant

[2018 - 2022]

- Conducted market research to define KPIs, create targeted campaigns, and track performance.
- Assessed client needs, market trends, and strategies to create tailored digital marketing plans.
- Developed and executed multi-channel marketing strategies, resulting in up to 115% increase in online engagement.
- Analyzed economic and competitive conditions to develop local business plans.
- Evaluated target customers to identify optimal social media channels for customer engagement.
- Analyzed engagement metrics and optimized content strategy accordingly.
- Improved SEO rankings and website traffic through on-page optimization and content strategy.
- Managed CRM tools (e.g. Salesforce) to optimize marketing workflows.
- Collaborated with creative teams to produce high-quality digital content and social media assets.
- Partnered with clients to align marketing strategies with business goals, offering insights on growth tactics and creative content.

Dardania College

Marketing Manager

[2013 - 2016]

- Developed comprehensive marketing strategies, encompassing brand awareness and growth initiatives.
- Formulated and executed marketing plans, overseeing social media campaigns.
- Managed digital accounts, leading end-to-end development and implementation of digital ad campaigns.
- Conducted research to evaluate user engagement, tracking campaign effectiveness.
- Collaborated across departments to establish strategic partnerships and implement mutual plans.

- Synchronized the workflow with the design team for high-quality advertisements.
- Supervised teamwork, focusing on content upgrades and website updates.
- Head of development of an advertisement video concept, overseeing content creation, planning, and execution from inception to completion. [Watch the video here.](#)

MIGROS

Sales and Marketing Manager

[2010 - 2013]

- Developed and implemented effective sales strategies to achieve revenue targets.
- Identified and analyzed market trends, customer needs, and competitor activities.
- Utilized social media platforms and activities to create brand awareness.
- Built and maintained strong relationships with key clients and customers.
- Developed pricing strategies to improve sales and marketing efforts.
- Identified and pursued new business opportunities and potential clients.

EDUCATION & TRAINING

PhD in Business and Management

University of Buckingham [01/03/2022 - 01/03/2026]

MA in Business Administration

Dardania College

BSc in Applied Arts and Sciences

Rochester Institute of Technology [2012 - 2016]

Field(s) of study: Management and Economics:

BA in Business Administration

Dardania College [2010 - 2014]

LANGUAGE SKILLS

Mother tongue(s): Albanian

English

LISTENING: C1 **READING:** C2 **WRITING:** C2

SPOKEN PRODUCTION: C1

SPOKEN INTERACTION: C1

SKILLS

Digital Marketing Strategy | Social Media Marketing | Performance Optimization | Digital Analytics | Content Marketing | SEO-Management | Paid Ads | Influencer Marketing | Marketing Automation

Tools and Technologies

Microsoft Office | Google Analytics | Meta Business Suite | Snapchat Studio | WordPress | Learning Management Systems | Management Tools (e.g. Monday)

Interpersonal Skills

Direction & Leadership | Collaboration & Teamwork | Public Speaking | Negotiation Skills | Strategic Planning | Presentation Skills | Cross Cultural Communication | Cross-Team Collaboration

Industry Knowledge

Strategic Management | Project Management | Data Analysis & Reporting | Research & Development | Brand Management | Digital Transformation & Innovation