

Liridonë Lily Demaj

Copywriter | Content Manager | Digital Marketer

www.competitivegg.com

Work

SEEN MAR. 2022 – PRESENT

Freelance Copywriter

Research, write case studies, landing pages, wireframes, LinkedIn and Google Ads, and SEO articles.

ANCHORZUP AUG. 2022 – PRESENT

Lead Copywriter & SMM

Brand identity, web copy, eBooks, content planning, content and social media management, and creative project brainstorming for brands and clients.

UCX NOV. 2020 – JUL. 2022

Lead Copywriter

Displayed promise for growing the copywriting team, managed two junior copywriters. Key player in team of 12, created content for 150+ clients, including PetsOnQ and Martha Stewart, covering UI/UX writing, web copy, emails, collateral, SEO, and more.

CACTTUS EDUCATION JAN. 2019 – OCT. 2020

Marketing Manager

Oversaw marketing budget and team. Developed sales strategies, managed social media account, and generated leads. Ran multiple campaigns, established student career centre, produced videos, organized events, authored articles, crafted content, emails, and more. Supervised a graphic designer and intern.

CACTTUS EDUCATION SEP. 2018 – DEC. 2018

Marketing and Sales Officer

Managed social media accounts, campaigns, website redesign, posts, articles, event participation, and marketing collateral. Supervised a graphic designer.

CACTTUS EDUCATION JUN. 2017 – AUG. 2018

Marketing Assistant

Assisted the Marketing Manager with content creation, social media management, marketing and CMS content management, and event organization. Authored and published over 50 articles on the WordPress website.

PIKTIK DEC 2016 – AUG. 2017

Co-Founder & Marketing Director

Established our startup's social media presence, contributed to brand development, business plan, and marketing strategies to enhance our online presence.

Education

NEXT MBA 2023 – 2024

Marketing Director Course + Philip Kotler Group

UNIVERSITY OF PRISHTINA 2018 – 2021

Bachelor's, English Language and Literature

RIT (AUK-TRAINING & DEVELOPMENT INSTITUTE) 2016/2018

FIT Project - Software and Application Development

FIB Project - Project Management and Entrepreneurship

WOW PROGRAM - CODERS TRUST | DENMARK 2016/2017

Social Media Marketing and SEO

Languages

ALBANIAN
Mother tongue

ENGLISH
Bilingual

SPANISH
Conversational

ITALIAN
Conversational

NORWEGIAN
Basic

Links

[LinkedIn](#)

[Substack](#)

[Nifty Creatives](#)

[REIMAGINED](#)

[Competitivegg](#)

References

[Karl Cavalli-Björkman](#)

Business Enablement Director

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[Veton XHELILI](#)

BDM - Project Manager

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[Alma Feka](#)

Digital Project Manager | Writer

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