

FROM

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Tanja John

I'm a strategic content marketer and UX-driven designer with 10+ years of experience who builds complete digital ecosystems - from brand positioning and messaging to funnels, websites, and multi-channel content that drives measurable growth. I blend storytelling, conversion strategy, and clean design to strengthen ICP fit, and turn content into a predictable revenue engine.

FREELANCE PARTNERSHIPS (SELECTED)

2024 - ongoing

Content Marketing Manager (Strategy & Design) @ VIANLP

- Collaborating with the founder to grow brand authority and visibility.
- Built the Macedonian digital ecosystem, including social content design, email strategy, funnels, launch flows, multi-channel campaigns and overall marketing strategy.

2025

Brand & Web/UX Designer, Creative Direction @ BELLAVIX

- Website redesign, improving IA, UX, and content structure, resulting in increased SQLs, stronger ICP fit, and multiple seven-figure deals.
- Designed cohesive visual system (custom icons, graphics, and animations).
- Delivered brand & content audit and collaborated with CEO and Sales & Marketing team to refine digital positioning and align with growth goals.

2024-2025

Brand & Web Designer @ ApplyPRO

- Branding and digital design, delivering brand identity, guidelines, positioning strategy, and social media templates.
- Designed and developed WordPress website and CRO landing pages, creating a conversion-driven, user-friendly experience.

ENTREPRENEURIAL & EMPLOYMENT HISTORY

2015 - present

Founder | Brand strategist & Product/UX Designer @ MARUDI

- Launched as a photostudio that later pivoted into a multi-product creative brand MarudiBooks as a premium print-tech service.
- Built brand systems, workflows and multi-channel content that strengthened conversion and increased brand recognition.
- Designed the full app UI/UX and teamed with developers to ship usable, intuitive features. Improved performance through A/B tests and iterative UX, and systems that scaled production and customer experience.

2012 - 2015

Graphic/Web Designer & Developer @ SIBIS COMMUNICATIONS

- Designed WordPress websites with clear UI and cross-device experience.
- Partnered with agency leadership and the graphic designer on creative concepts for TV commercials and integrated campaigns.
- Engaged with clients throughout proposals and reviews to ensure strategic alignment.

SKILLS

Branding
Visual Identity
Marketing Strategy
Social Content
Storytelling · UX Writing
Email/Funnel Strategy
UI/UX Design
Information Architecture
Wireframing & Prototyping
Creative Direction
Iconography & Illustration
Web Design
CRO Landing Pages
HTML/CSS
Adobe CC · Figma · Canva
WordPress (Elementor · Divi)
AI Tools for Content & Design
Mailchimp
Slack

EDUCATION

B.Sc. in E-business

University "Ss. Cyril and Methodius" / 2007-2011

PROFESSIONAL DEVELOPMENT (SELECTED)

AI for marketing professionals
AI Business School / Nov 2025

Inbound Marketing
HubSpot Academy / Sep 2025

Email Marketing / Aug 2025
Google UX Design / Dec 2023
Coursera

LANGUAGES

Macedonian (native)
English (C2 Proficient))