

Personal information	
Name	Ljupka Naumovska
Telephone	+38972247014
E-mail	Lj.naumovska@utms.edu.mk
Nationality	Macedonian
Date of birth	11.08.1981
Gender	F
Academic Title	Assistant Professor

Work experience	
• Dates (from – to)	February 2015– Currently
• Name and address of employer	University of Tourism and Management Skopje
• Type of business or sector	Higher Education
• Occupation or position held	Assistant professor
• Main activities and responsibilities	Teaching, mentoring, Career center director, Digital and social media marketing manger
• Dates (from – to)	March 2017– Currently
• Name and address of employer	EU project – SmartStart4U – <a href="http://smartstart4u.org/">http://smartstart4u.org/</a>
• Type of business or sector	EU project / subcontractor of local NGO
• Occupation or position held	Communication expert, mentor
• Main activities and responsibilities	Consultant for communication strategy
• Dates (from – to)	October 2013 – September 2015
• Name and address of employer	Brainster, Digital Marketing Academy
• Type of business or sector	Academy
• Occupation or position held	Lecturer

• Main activities and Responsibilities	Lecturing courses : Branding and Identity, Creative Management Process
Education and training	
• Dates (from – to)	November 2011– December 2014
• Name and type of organization providing education and training	PhD. Enrollment - University st. Cyril and Methodius, Skopje, Faculty of Economy – Marketing department
• Principal subjects/occupational skills covered	Corporate Social Responsibility and its Role in Marketing Communication Mix
• Title of qualification awarded	PhD. (Doctor of Philosophy degree)
• Level in national classification (if appropriate)	Graduated VIII
• Dates (from – to)	February 2008 – March 2011
• Name and type of organization providing education and training	MBA Enrollment - University American College Skopje
• Principal subjects/occupational skills covered	Organizational Behavior, Corporate Finance, Public Relations, Market Research, Strategic Management, Entrepreneurship, Advertising and Promotion, Brand Management, International Marketing.
• Title of qualification awarded	MBA
• Level in national classification (if appropriate)	Graduated VII 2
Education and training	
• Dates (from – to)	October 2000- February 2005
• Name and type of organization providing education and training	University of Economy “St. Cyril and Methodius” Skopje, department of Marketing
• Principal subjects/occupational skills covered	Marketing, Customer Behavior, Strategic Marketing, Strategic Management, Micro and Macro Economy, Business English, Promotion, Marketing Research, Management.

• Title of qualification awarded	Graduated Economist – Marketing, average 8.9
• Level in national classification (if appropriate)	Graduated VII 1

Professional experience	
• Dates (from – to)	April 2011 – Currently
• Location	Skopje
• Company & reference person (name & contact details)	Honeybiz – PR and Marketing Company
• Position	Founder, Manager
• Description	Management of communication programs, monitoring, sales
• Dates (from – to)	March 2017– Currently
• Location	Skopje
• Company & reference person (name & contact details)	EU project – SmartStart4U – <a href="http://smartstart4u.org/">http://smartstart4u.org/</a> / EU project / subcontractor of local NGO Center for research and policy making
• Position	Communication expert, mentor
• Description	Consultant of communication strategy
• Dates (from – to)	June 2010 – April 2011
• Location	Bitola, Belgrade
• Company & reference person (name & contact details)	AD IMB Mlekara Bitola
• Position	Marketing Director
• Description	Marketing strategy of the company and all products portfolio, marketing plans - development and implementation, Public Relations, new product development.

• Dates (from – to)	February 2007 – June 2010
• Location	Skopje, Klagenfurt
• Company & reference person (name & contact details)	Hypo Alpe-Adria
• Position	Marketing Manager
• Description	Brand management, developing of services, global and local marketing campaigns, implementation and creation of advertising campaigns, organizing events.

International conferences and symposia	
• Dates (from – to)	December, 2018
• Location	Barcelona, Spain
Company & reference person (name & contact details)	Conference: 5 th International Conference on Research in Behavioral and Social Science Spain   Barcelona   December 7-9, 2018, DOI: 10.33422/5icrbs.2018.12.94
• Position	Author
• Dates (from – to)	June, 2017
• Location	Warsaw, Poland.
Company & reference person (name & contact details)	Polish – Macedonian academic and business forum, Ministry of Foreign affairs Poland and Macedonian mentoring network
• Position	Participant, panelist
• Dates (from – to)	February 2017
• Location	Trencin, Slovakia
Company & reference person (name & contact details)	Political science forum Trencin University, Slovakia
• Position	Participant, panelist
• Dates (from – to)	October 2016, 2015
• Location	Skopje
Company & reference person (name & contact details)	Icon Best, International Scientific Congress, University of Tourism and Management Skopje
• Position	Participant, panelist, organizational committee

• Dates (from – to)	April 2015, 2016
• Location	Sofia, Bulgaria
Company & reference person (name & contact details)	WEBIT congress for digital media
• Position	Participant
• Dates (from – to)	September 2015
• Location	Rovinj, Croatia
Company & reference person (name & contact details)	Weekend Media Festival +BalCanes – marketing and media summit
• Position	Participant
• Dates (from – to)	November 2014
• Location	Belgrade, Serbia
Company & reference person (name & contact details)	PRIluka, public relation conference in
• Position	Participant

Publications	
2019	Ljupka Naumovska, Gordana Serafimovic Ljupco Efremov, Exposure and use of media devices by children: challenges and implications, UTMS Journal of Economics 10 (1): 125–134. 2019
2018	Ljupka Naumovska, Blagica Novkovska, Mind the gap: Generation Y and Z socio-economic choices, Conference: 5 th International Conference on Research in Behavioral and Social Science Spain   Barcelona   December 7-9, 2018, DOI: 10.33422/5icrbs.2018.12.94

2017	Naumovska, Lj. and Milenkovska, A. (2017). Marketing to children– the impact of digital media, International Journal of Academic Research in Business and Social Sciences, vol.7, no. 5, May 2017, p. 273, DOI: 0.6007/IJARBSS/v7-i5/2930
2017	Naumovska, Lj. (2017) Marketing Communication Strategies for Generation Y – Millennials, Macrothink Institute, Business Management and Strategy, vol.8, No.1, pp.123, June 2017, doi:10.5296/bms.v8i1.10260
2017	Naumovska, Lj. and Nickova, M. (2016) Digital advertising to children, conference preceding ICON BEST 2016 – International scientific conference, University of Tourism and Management Skopje
2016	Naumovska, Lj. and Blazeska, D. (2016). Public Relations based model of IMC, Journal of Economics, vol.7, No.2, pp. 175-186, ISSN: 1857-6982, December, 2016
2016	Naumovska, Lj. and Blazeska, D. (2016). Socially Responsible Activities - An Efficient Tool for the Companies for Marketing Communication with the Consumers, International Journal of Academic Research in Accounting, Finance and Management Sciences Vol. 6, No. 3, July 2016, pp. 10–18 E-ISSN: 2225-8329, P-ISSN: 2308-0337 © 2016 HRMARS www.hrmars.com
2016	Naumovska, Lj. (2016) Integrated Marketing Communication Model for Political Science, Political Science Forum, Slovakia Vol. 5, No. 1, Spring 2016
2015	Naumovska, Lj. and Bogdan, S. (2015). Integrated multigenerational marketing- a modern marketing industry challenge, 4 BIENNIAL INTERNATIONAL SCIENTIFIC CONGRESS -ICON Best, CONFERENCE PROCEEDINGS 2015, UNIVERSITY OF TOURISM AND MANAGEMENT Skopje.
2011	Naumovska Lj. and Petrovska I. (2011). Global marketing communication strategies after the Lisbon Treaty, - Europe after the Lisbon Treaty- Treats and opportunities, International scientific congress, University American college Skopje, 2011.