



ILINKA TRENOVA

Content Editor & Team Lead

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- 📍 Strumica, North Macedonia

EDUCATION

Bachelor of English Language and Literature

St. Cyril and Methodius, Skopje

2010-2014

EXPERTISE

Content Strategy and Development

SEO and Content Optimization

Digital Marketing

Editing and Proofreading

Technical Writing

Creative Writing

Press Release Writing & Distribution

Team Leadership and Management

ABOUT ME

With ten years of experience in writing, editing, and content strategy, I've built a solid foundation in digital marketing and a deep love for creating content that truly connects with people.

I specialize in creating engaging, SEO-friendly copy that helps brands grow and reach their audiences in meaningful ways. Whether I'm developing a content strategy, writing blog posts, press releases, case studies or polishing the final draft, I take pride in producing content that gets results.

My journey from Content Writer to Director of Content reflects my passion for storytelling and drive to deliver messaging that supports business goals. Here's a [link to my published work](#)—hope you enjoy it!

WORK EXPERIENCE

Nov 2023 - Present

Digital Silk

Director of Content

- Manage and mentor a team of 10 writers and editors, provide guidance, feedback, and training to improve their skills
- Collaborate closely with designers, SEO specialists, and marketing teams to make sure content integrates seamlessly across different platforms and campaigns
- Act as the primary point of contact for clients, helping them fine-tune and grow their content marketing strategies. Work together to understand their needs, offer personalized advice, and develop plans that boost engagement and achieve their goals
- Perform and present content audits, strategies, concepts, and final deliverables to clients, to ensure their vision is met and KPIs are addressed
- Focusing on both SEO-friendly practices and creating compelling copy, I've helped drive higher engagement and improve click-through rate (CTR) for clients across different industries
- Supervise the content creation process and edit content produced from each writer
- Promote and sell our content services to potential clients
- Write and distribute press releases on PRweb and Newsfile

TECHNICAL SKILLS

Shopify, WordPress

SEMrush, Ahrefs, Moz

Google Analytics, SurferSEO

PRweb, Newsfile

LANGUAGES

English (Fluent)

Macedonian (Native)

REFERENCES

Gabriel Shaolian

Digital Silk / CEO

gabrieledigitalsilk.com

Zorica Zahova

Megantic / Research Executive

zorica.zahova@gmail.com

Nov 2015 - Oct 2023

Megantic Australia

Content Editor & Team Leader

- Lead a team of 24 writers and worked closely with everyone to ensure quality, consistency, and brand alignment in their content
- Managed the content needs for over 150 eCommerce clients across various industries
- Reviewed, edited, and refined copy for SEO best practices, including keyword usage, meta descriptions, internal linking, and other on-page optimization techniques
- Collaborated with the SEO and marketing team to develop digital strategies for our clients
- Provided constructive feedback and trainings to writers to improve content quality and gain new skills
- Analyzed content performance through SEO tools (Google Analytics, Search Console) and provided reports and insights to improve the content's organic reach and impact
- Oversaw content production timelines to ensure all content is delivered on time and it's aligned with the ongoing SEO campaigns

Apr 2015 - Oct 2015

Megantic Australia

Content Writer

- Created engaging, SEO-optimized content for eCommerce clients in diverse industries
- Wrote engaging blog posts, landing pages, product pages, case studies, whitepapers, lead generation magnets and press releases that target specific audiences while optimizing for SEO
- Collaborated with the SEO, research and editorial teams to polish content and develop content strategies that drive organic traffic
- Adapted my writing style to match brand voice and audience needs
- Analyzed content performance and made adjustments to improve engagement and conversions