



BORIS EFTIMOVSKI

Contact informations

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- 📍 Skopje, North Macedonia

Senior strategic communications and marketing consultant with more than 14 years of experience working with private sector, civil society organizations, government institutions, media and internationally funded programmes. Combines strategic advisory with hands-on production: communication strategies, advocacy, campaign concepts, stakeholder and audience mapping, messages development, social media management and press materials. Experienced in translating complex legal, regulatory, policy and institutional topics into clear narratives for decision-makers, professional audiences, media and the wider public.

PROFESSIONAL STRENGTHS & AREAS OF EXPERTISE

- **Strategic Communications & Campaign Planning – Designing, defining and executing:** Communication objectives, target audiences, message hierarchy, channel selection, campaign calendars, implementation plans and performance considerations.
- **Advocacy and Public Policy Communication** - Communication support for policy initiatives, institutional dialogue, public consultations and reform processes, including the translation of technical positions into credible public narratives.
- **Public Relations & Media Strategy** – Managing high-profile campaigns, media relations and narrative development to shape public perception and strengthen brand visibility.
- **Government & Institutional Communication** – Advising public institutions on messaging, transparency, and public information initiatives, supporting reform agendas and strengthening public trust.
- **Stakeholder Engagement & Participatory Processes** – Leading stakeholder mapping, consensus-building processes and public consultations, including surveys and focus groups, to ensure inclusive and effective participation.

PROFESSIONAL EXPERIENCE

Strategic Communications Consultant

Digitron Consultancy | Apr 2016 - present

- Lead end-to-end communication assignments for private-sector clients, government institutions, civil society organizations and international partners, from initial analysis and strategy to content production, media engagement and implementation support.
- Prepare communication strategies, campaign concepts, audience and stakeholder maps, key-message frameworks, editorial calendars, channel plans and practical implementation roadmaps for complex and high-visibility initiatives.
- Produce and review press releases, public statements, speeches, talking points, briefing notes, interview and Q&A materials, social media copy, web content, media stories and issue-based storytelling tailored to different audiences.
- Provide strategic communication support to advocacy, policy and public-information processes, translating legislation, reforms, technical findings and institutional decisions into clear and usable public narratives.
- Advise leadership teams on reputation, public trust, stakeholder alignment, media positioning and communication in regulated, politically sensitive and multi-stakeholder environment.

**External Advisor to the Deputy Prime Minister for Strategic Communications
Government of North Macedonia | Nov 2020 - Apr 2023**

- Advised senior government leadership on strategic communication and public engagement related to economic reforms, investment priorities, regulatory initiatives and other policy matters.
- Supported advocacy and stakeholder-engagement processes by developing communication approaches, argument structures and key messages for dialogue with institutions, the business community, international partners and the public.
- Created and coordinated content including public statements, press releases, talking points, briefing materials, interview preparation and information content for media and public channels.

**Media and Communications Manager
Pikasa Analytics | Oct 2016 - Oct 2019**

- Provided communication and visibility support across multiple USAID-funded programmes implemented with AECOM, DT Global and Chemonics under the MSI/USAID OTI programme in North Macedonia.
- Worked with numerous civil society organizations and project partners supported by USAID, helping them improve public visibility, clarify messages and communicate activities, results and community impact more effectively.
- Reviewed communication practices and materials and provided practical recommendations on media positioning, digital presence, content quality, audience relevance and visibility opportunities.

**Chief Marketing Officer (CMO)
SunWireless | Feb 2012 - Apr 2016**

- Led company-wide marketing, public relations, brand and communication strategy for a regional Wi-Fi service provider, combining strategic planning with daily campaign and content execution.
- Managed marketing and sales teams and coordinated campaign concepts, media relations, digital communication, customer content, creative production, events, sponsorships and partner activation.
- Developed messages, press materials, promotional content and multi-channel campaigns supporting brand visibility, new services, commercial partnerships and market growth.

SELECTED RELEVANT CONSULTING & ADVISORY ASSIGNMENTS

Lead Consultant - Strategic Advocacy and Communication Capacity Development @ AmCham North Macedonia | 2026

Lead consultant for an advisory and capacity-development engagement integrating strategic communication into advocacy, policy and member communication. Responsible for methodology, policy-to-public narrative development, stakeholder and audience mapping, message tools, media-briefing formats and final recommendations.

Social Media and PR Consultant @ GALWAY DEVELOPMENT SERVICES INTERNATIONAL (GDSI) | JUL 2021 - SEP 2021

Non-key expert supporting the development of an Advocacy Strategy and Action Plan, with responsibility for the social media and PR campaign approach for Rural Coalition, including messages, content directions, visibility and public communication.

Lead Communication and Visibility Expert @ Center for Change Management | 2020-2021

Provided communication and visibility support for the Programme for Implementation of the National Strategy for Energy Development, funded by the UK Government and implemented by Tetra Tech and PAI. Supported the translation of technical policy content into accessible messages, communication materials and stakeholder-facing narratives.

Key Communication Expert @ Chapter 4 Macedonia / Inspection Council | 2019

Key expert in the preparation of a Communication Strategy and Action Plan for the Inspection Council, including audience and stakeholder considerations, key messages, channels, activities and implementation planning.

Media Advisor @ Internews | 2021

Independent consultant supporting media outlets in the Internews Balkan Media Assistance Program in North Macedonia, with advisory input related to media development, positioning, audience relevance and communication performance.

MEDIA, INDUSTRY & PROFESSIONAL LEADERSHIP

- **Marketing365.mk** - Founder and Editor-in-Chief. More than 14 years of editorial and media experience covering marketing, communications, business and industry developments. Direct experience in editorial planning, interviewing, story development, headline and narrative refinement, content editing, social distribution and assessment of what makes a topic relevant to journalists and audiences.
- **IAB Macedonia** - Former President and board member. Contributed to the development of the digital marketing and communications sector, industry dialogue and professional standards.
- **Professional juries and networks** - Jury member at BalCannes, Epica Awards, eCommerce Awards, BEAM Festival and White Square, and a regular participant and speaker at regional business, PR, media and marketing forums.

EDUCATION

University "St. Kliment Ohridski" – Bitola, North Macedonia

2007 - 2011

- Bachelor of Economics, Marketing-Management Department

Professional Courses & Trainings

- London School of PR – Fundamentals of Public Relations
- Crisis PR
- GDPR in Digital Marketing
- Project Management
- Strategic Planning
- Successful Partnership
- Human Resource Management
- PR Crisis Management (advanced training)
- Time Management

LANGUAGES

- **English** – Excellent (written and spoken)
- **Macedonian** – Native / Excellent (written and spoken)
- **Serbian / Croatian / Bosnian** – Excellent (written and spoken)

REFERENCES

Jelena Arsovska, CEO, AmCham North Macedonia / j.arsovska@amcham.mk

Prof. Sasho Kjosev, President, Balkan Economic Forum / sasho.kjosev@balkaneconomicforum.org

Norik Selimi, CEO, Pikasa Analytics / norik@pikasa.mk