

ANA STOJANOVA

CONTENT STRATEGIST & CREATOR | COPYWRITER

 a100janova@gmail.com

 Miami, Florida



” HI, I AM ANA.

Digital content marketer and copywriter with 10+ years of experience in **digital marketing, brand storytelling,** and **content strategy.**

I help purpose-driven brands find the right words (and the right structure) to get seen and get results—building content systems that grow visibility, attract qualified traffic, and convert, across website and landing page copy, blogs, email funnels, and social campaigns.

I'm currently open to freelance and remote opportunities in SaaS, wine, lifestyle, and education.

EXPERIENCE

Content Writer & Strategist

anasofar.com

Portfolio | 2025 – Present

- Content strategy, blog writing, and digital copy for creators, entrepreneurs, and brands
- Specialize in brand storytelling, social media content, and SEO blog systems
- Support clients with launch copy, content calendars, and branded digital assets

Copywriter & Digital Marketer

thirstyandwise.com

Co-Founder – Thirsty and Wise | Miami, FL (Remote) | 2024 – Present

- Built and managed the WordPress (Elementor) website, developed brand voice, and executed the full content strategy
- Created and implemented multi-platform marketing across IG, LinkedIn, YouTube, and blog
- Produced video content, educational guides, and digital downloads for course sales and events
- Designed and wrote all brand and promotional materials (Canva, email, PDF)

Content Marketing Lead

wineway.online

Co-Founder – Wine Way | Skopje, North Macedonia | 2018 – Present

- Built and managed content systems for Wine Way's wine education and ecommerce platforms
- Wrote product descriptions, landing pages, blog content, and long-form SEO articles
- Designed email campaigns, sales funnels, and educational lead magnets
- Created content strategy aligned with online course and WSET sales goals

Freelance Writer & Journalist

Various Publications | 2008 – 2017

- Developed experience in editorial strategy, voice development, and deadlines

KEY SKILLS

- Content Strategy & Planning
- Copywriting & Editing
- Social Media Strategy & Content Creation
- Brand Messaging & Tone of Voice
- WordPress Website Builds (Elementor) + Website Copy
- Visual Content Design (Canva)
- Video Editing (Short + Long Form)
- Cross-Channel Campaigns (Blog, Email, Social, Video)
- Storytelling for Consumer Brands
- AI-Assisted Content Workflows (ideation, drafting, editing, repurposing)

TOOLS

- WordPress, Elementor, Canva, CapCut, Adobe Premiere, DaVinci Resolve

EDUCATION

- BA in Philology, Literature and communications – University of Skopje
- WSET Level 3 in Wines – Wine & Spirit Education Trust
- Business Management – Cambridge Business School
- Digital Communication & Media – Independent study & practice