



ILINKA TRENOVA

Content & SEO Strategist | Website Messaging & Conversion Copy

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EDUCATION

Bachelor of English Language and Literature

St. Cyril and Methodius, Skopje

2010-2014

EXPERTISE

- Website Messaging Strategy
- Sitemap & Page Structure Planning
- SEO & Keyword Mapping
- Conversion Copywriting (Websites & Landing Pages)
- B2B SaaS Content Strategy
- Client Discovery & Strategy Workshops
- Content Leadership & Team Management
- Performance Analysis & Optimization

ABOUT ME

I'm a Content & SEO Strategist with 10+ years of experience helping brands turn their websites into high-performing growth assets.

I specialize in building clear messaging, structuring websites around user intent, and creating conversion-focused copy that supports both SEO and revenue goals. My background spans B2B SaaS, agencies, and eCommerce, where I've worked closely with clients to translate complex offers into simple, effective websites.

I've led teams, worked directly with stakeholders, and stayed hands-on — combining strategy, SEO, and copy to deliver work that ranks and converts.

WORK EXPERIENCE

Nov 2024 - Present

Freelance Conversion Copywriter & Strategist

Work with eCommerce, DTC, and SaaS platforms on website messaging, conversion copy, and funnel strategy.

- Developed conversion-focused messaging for paid traffic (Meta ads, landing pages, VSLs)
- Worked with SaaS platforms to translate product features into clear user-facing value
- Structured messaging around different stages of the user journey (awareness → consideration → decision)
- Created and tested multiple angles and narratives based on performance data
- Collaborated with creative and media teams to improve campaign performance

Impact:

Contributed to high-performing campaigns at scale, including periods with 30,000+ monthly orders, while helping simplify complex offers into clear, conversion-driven messaging.

TECHNICAL SKILLS

Shopify, WordPress, Wix

SEMrush, Ahrefs, Moz

Google Analytics, SurferSEO, Frase

PRweb, Newsfile, Klaviyo, Mailchimp

LANGUAGES

English (Fluent)

Macedonian (Native)

REFERENCES

Gabriel Shaolian

Digital Silk / CEO

gabrieledigitalsilk.com

Zorica Zahova

Megantic / Research Executive

zorica.zahova@gmail.com

Nov 2023 - Nov 2024

Digital Silk

Director of Content & Copywriter

Led the content and messaging strategy across multiple website redesign projects for B2B SaaS and service clients.

- Defined positioning, messaging frameworks, and value propositions for client websites
- Built sitemaps and structured websites based on user journey, search intent, and conversion goals
- Wrote and directed full website copy across homepages, service pages, and landing pages
- Led client discovery calls and presented strategy to stakeholders
- Collaborated with design, SEO, and development teams to align UX, structure, and messaging
- Managed and mentored a team of 10+ writers and editors

Impact:

- Delivered clearer, more structured websites that improved conversion flow and user understanding
- Helped clients better align messaging with search intent and attract higher-quality traffic

April 2015 - Oct 2023

Megantic Australia

Conversion Copywriter and Content Team Lead

Worked across 150+ eCommerce and digital clients, combining SEO strategy, content production, and team leadership.

- Led content strategy and execution across SEO campaigns
- Managed a team of 20+ writers, ensuring consistency, quality, and performance
- Wrote and optimized landing pages, blog content, and conversion-focused copy
- Conducted keyword research, on-page SEO optimization, and content audits
- Analyzed performance using Google Analytics and SEO tools to improve results

Impact:

- Improved organic visibility and rankings across multiple client accounts
- Helped scale content production while maintaining quality and performance