



# ILINKA TRENOVA

Conversion Copywriter | Web & SEO Content that Ranks

## ABOUT ME

I'm a passionate Direct Response and SEO Copywriter with 10+ years of experience helping brands connect with their audiences through words that convert. I've written everything from landing pages and ad copy to long-form blogs and brand stories — always with one goal in mind: turning readers into customers.

My journey from a Content Writer to a Director of Content reflects my love for both the craft of writing and the strategy behind it. I've led creative teams, developed content strategies for global clients, and stayed hands-on — writing, editing, and optimizing content that drives measurable results.

I blend conversion psychology, storytelling, and data insights to write content that sounds good, connects emotionally, and performs.

Feel free to explore [my portfolio](#) — it showcases some of my favorite projects and results.

## EDUCATION

Bachelor of English Language  
and Literature

St. Cyril and Methodius, Skopje

2010-2014

## EXPERTISE

Direct Response & Conversion Copywriting

SLanding Page & Funnel Copy

SEO Blog Writing & Strategy

Content Leadership & Team Management

Keyword Optimization & On-Page SEO

Brand Messaging & Voice Development

Press Release Writing & Distribution

Performance Analysis

## WORK EXPERIENCE

Nov 2023 - Nov 2024

### Digital Silk

#### Copywriter & 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, Wix

SEMrush, Ahrefs, Moz

Google Analytics, SurferSEO, Frase

PRweb, Newsfile, Klaviyo, Mailchimp

## LANGUAGES

English (Fluent)

Macedonian (Native)

## REFERENCES

### Gabriel Shaoolian

Digital Silk / CEO

[gabriel@digitalsilk.com](mailto:gabriel@digitalsilk.com)

### Zorica Zahova

Megantic/ Research Executive

[zorica.zahova@gmail.com](mailto:zorica.zahova@gmail.com)

April 2015 - Oct 2023

### Megantic Australia

#### Conversion Copywriter and Content Team Lead

- Collaborated with the SEO, research and editorial teams to polish content and develop content strategies that drive organic traffic
- 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
- 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
- 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 through SEO tools (Google Analytics, Search Console) to improve my content's organic reach and impact