



Iva Cvetanovska

Product Owner and Growth Specialist
MSc in Neuromarketing
BSc in Economics, Electronic Business

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EDUCATION

- 2022 - 2023
University of York
MSc in Neuromarketing
Grade: Distinction
- 2018 - 2022
Ss Cyril & Methodius, Faculty of Economics
BSc in Economics in the field of E-business
Grade: 9,28/10
- 2017 - 2018
Youth Educational Forum
Debate Club
- 2013 - 2017
Training Center EVA
Creative Writing in English and Dramatic Arts

LANGUAGES

- English**
C2
CSJ, Skopje
- German**
B2
CSJ, Skopje
- Macedonian**
Native proficiency

SKILLS/AREAS

- Product Management
- Product Marketing
- Digital Marketing
- Neuromarketing Research
- Consumer Behaviour
- Agile Methodologies
- Writing (Technical/Creative)
- Critical Thinking
- Teamwork

ABOUT

My interdisciplinary journey has always been guided by one core belief: that understanding people - not just trends and tools - is key to building meaningful products and customer experiences. With an academic foundation in e-business and a specialization in applied neuroscience for marketing, I've developed both the technical toolkit and human-centric perspective needed to thrive in product and marketing roles.

While the business world often chases the next tactic or platform, I've also been drawn to what stays constant: How people think, feel, and choose? What truly drives behavior? And how can we design around that?

Whether I'm shaping a product or bringing it to market, I lead with behavioral insight, data-driven strategy, and creative execution, making sure what we build doesn't just work, but resonates. Because in the end, meaningful innovation doesn't start with a feature - it starts with the human behind the screen.

EXPERIENCE

- Growth & Marketing Specialist**
Easy.bi
Growth Department
Feb. 2025 - present
- Product Owner**
Easy.bi
IT Product Management Department
Mar. 2024 - present
- Product Marketer (B2C Proposition, Mobile Segment)**
AI Macedonia
Digital Transformation and Marketing Department
Feb. 2022 - 8 months
- Bank Cards Operations**
Sparkasse Bank Macedonia
Bank Cards Department
Jul. 2019 - 2 months

HONORS/AWARDS

- Master's Degree with Distinction**
Associated with University of York
Issued for achieving the highest grade on a MSc degree
- Head's List**
Associated with University of York
Issued for ranking within top 3 students in the cohort
- Scholarship for Talented Students**
Associated with University Ss. Cyril and Methodius
Issued for outstanding academic performance
- Graduated with Outstanding Academic Performance**
Associated with University Ss. Cyril and Methodius
Listed among top 5 students in the graduating cohort



HIGHLIGHT PROJECTS

○ TeamViewer – UX Growth

Role: Product Owner | Client: TeamViewer (via easy.bi)

Managed UX/UI improvements for TeamViewer's web experience, focusing on high-impact areas like checkout, pricing, and navigation to boost user conversion and retention. Helped shape and refine requirements, oversaw design delivery, and collaborated closely with designers and stakeholders to deliver scalable interface improvements aligned with business goals.

○ Weleda – Supportive Care App

Role: Product Owner | Client: Frank & Freunde (via easy.bi)

Led product discovery and definition for a mobile app designed to help healthcare professionals recommend Weleda products more effectively. Shaped requirements, shaped user journeys, and oversaw the creation of a fully structured app proposal with wireframes, feature outlines, and content strategy.

○ AI Xplore Music by Deezer

Role: Product Marketer | Partner: Deezer (via AI Macedonia)

Managed the product's local marketing and editorial strategy in partnership with Deezer, driving user acquisition through targeted campaigns and curated music content tailored to the Macedonian market. Oversaw end-to-end execution of brand activations, editorial planning, and digital promotions - including festival campaigns, in-app rewards, and content collaborations that boosted engagement and retention.

○ Storyboarder.ai

Role: Product Owner | Client: Storyboarder.ai (via easy.bi)

Led feature scoping and fast-paced development cycles for an AI-based storyboarding platform for filmmakers and content creators. Translated complex client ideas into clear, prioritized features and streamlined development cycles to deliver impactful, user-focused solutions.

○ Etherforce

Role: Product Owner | Client: Etherforce (via easy.bi)

Led the redesign of Etherforce's CrewAdmin tool to enhance usability and streamline workflows for managing temporary staff at large music festivals. Focused on improving the user interface and optimizing mobile responsiveness to provide seamless access for event participants on the go.

○ Webtree.ai

Role: Product Owner & Product Marketing Specialist | Client: easy.bi

Drove the full lifecycle of Webtree.ai, an AI-powered platform that automates SEO blog content creation, from ideation to launch and ongoing enhancement. Defined product vision, user flows and features, led design and development coordination, and developed go-to-market strategies including pitch decks and campaigns.

○ ebiTime.ai

Role: Product Owner & Product Marketing Specialist | Client: easy.bi

Owned product definition and go-to-market strategy for ebiTime.ai, an AI-powered time tracking and budget management platform. Led development from concept to delivery - defining core workflows while crafting positioning, ICP personas, messaging pillars, and launch assets to differentiate against competitors.

○ Proteini.si

Role: Product Owner Assistant | Client: Proteini.si (via easy.bi)

Acted as Assistant PO in the development of a predictive stock monitoring and automatic ordering system for Proteini.si, replacing manual inventory processes with a data-driven solution. Collaborated with stakeholders to define product requirements, prioritize features, and guide UX wireframes - enhancing supply chain efficiency, reducing stock issues, and enabling proactive decision-making.

○ easy.bi – Brand Relaunch, New Website & Growth Marketing Foundation

Role: Product Owner & Growth Specialist | Client: easy.bi

Managed the full brand relaunch of easy.bi, including the creation of a new website, the definition of marketing foundations, and the launch of digital campaigns. Played a central role in shaping the company's new identity and establishing its internal growth function from the ground up. Actively execute end-to-end marketing activities - from SEO and competitor research to outbound campaigns and funnel-specific content.