

GEORGE Trajkov

Project Manager & Creative Strategist

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- Multi-disciplinary Project Manager, Creative Strategist, and Front-End Developer with a proven track record of managing international youth initiatives, building digital products, and optimizing high-performance marketing campaigns.
- Adept at translating complex technical and visual requirements into clear, actionable tasks for cross-functional teams.
- Highly analytical, detail-oriented, and passionate about leveraging AI workflows and web development frameworks to accelerate project delivery timelines.

Work Experience

World Our Home

Rēzekne, Latvia • 01/2026 - Present

World at Our Home is an organization dedicated to fostering global awareness and cross-cultural understanding through accessible educational and community-based initiatives. By connecting individuals with diverse cultures, perspectives, and experiences, it promotes meaningful engagement, lifelong learning, and international collaboration, making global exploration possible regardless of location.

International Project Coordinator & Team Lead

Freelancer

- Scheduled, structured, and facilitated an international training course ("Youth Goals in Practice") for cross-border participants, ensuring all project milestones aligned with strict European Solidarity Corps (ESC) quality standards.
- Formed, launched, and scaled the "Latvia ESC Volunteers" WhatsApp community network; managed communication flow, resolved blockers, and coordinated digital engagement across regional sub-teams.
- Coordinated complex event logistics, resource management, and daily standups with project experts and senior stakeholders at the National Agency to maintain on-time project health.

Various International Clients & NGOs

12/2023 - Present

Freelance Project Lead & Branding Specialist

Freelancer

- Maintained direct, active communication channels with multiple NGO clients and international partners to successfully manage project scope, prevent scope creep, and deliver consistent digital design assets.

Skills

Project Management & Agile

- Resource Allocation.
- Scope Creep Mitigation
- Sprint Planning & Daily Standups

Technical & Frameworks

- JavaScript
- React
- TypeScript

Creative Strategy & Design

- Branding & Identity Systems
- Performance Creative Optimization
- Visual Storytelling & Communication

Tools & Software

- Adobe Suit
- AI Tools & Development Co-pilots
- Jira & Trello

Education

Bachelor's Degree in Business Administration

University of the People

Online

10/2025 - 10/2029

Focus areas: Process Management, Business Communications, and Organizational Leadership.

- Managed Erasmus+ youth initiatives across Europe, defining visual identity frameworks, tracking milestone roadmaps, and aligning project execution with overarching impact goals.
- Spearheaded the end-to-end event coordination and marketing collateral design for training workshops with 50+ international participants, maintaining full ownership over timelines and cross-team resource alignment.

Ventrix Media (Google Partner Agency)

Remote • 02/2025 - 06/2025

Social Media Creative Strategist

Full-time

- Translated high-level client business goals into micro-tasks, writing scroll-stopping scripts and designing POV-style, high-performance visual variations tailored for YouTube and Facebook platforms.
- Facilitated iterative review processes with video editors, strategists, and compliance officers to test, refine, and scale digital assets within an aggressive, fast-paced agency environment.
- Analyzed performance metrics to eliminate creative stagnation, driving over 160,000 clicks and generating €20,000+ in revenue through targeted traffic-flipping optimization within a 2-month period.

Continuing Professional Education

Self-Taught

01/2021 - 05/2026

Self-taught specialized coursework in Advanced Frontend Development, UX/UI Layout Design, and Performance Marketing Loops (2021–2025).

Training & Workshops

Erasmus+ Professional Development Certifications

01/2021 - 04/2026

Youthpasses Earned: Managed and participated in intensive training courses covering Project Architecture, Non-Formal Education, and International Facilitation across Europe.