

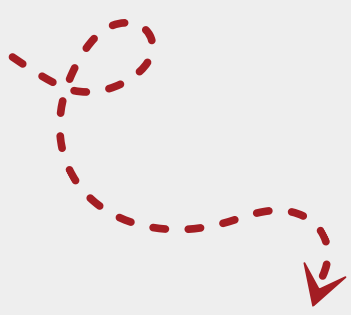


**ERMA
SHEHU**

Balancing Work and Family through Digital Marketing

Erma Shehu, a young mother and digital marketing professional, has managed to balance family life and career thanks to the training provided by Blinks. After returning from Germany to Korça, she trained in digital marketing and opened a successful agency that provides services to an international market.

"I wanted to train in the field of digital marketing in order to expand my knowledge as a freelance expert".



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This is Erma, a young mother who lived in Germany for 3 years and has just returned to Korça. She was really certain about the job she was looking for. How can one be both a full-time mother and employee? She decided that she needed a profession that would provide her with this "double-employment" opportunity. Teamup.al contacts Ema and informs her that she could participate in Blinks courses funded by RisiAlbania project.

"I improved my skills and learned about the latest methods in the field of marketing. Subsequently, I made direct contact with a relatively large number of clients. I had not been able to achieve this exposure before the training. Today I am a freelancer and I have my own office providing digital marketing services to an international market," says Ema, who impressively managed to balance her private and professional life while being a 33-year-old full-time young mother and worker, newly arrived in the city of Korça, where youth employment is a hard to solve issue.

"The courses helped me learn about the latest trends in the industry where I intended to expand my activity, and they also made me aware of the existence of a fairly large international market," she says. After two years, Erma opened an office to offer digital marketing services. This office quickly grew into a full-fledged digital marketing agency located in the city center of Korça, serving mainly international small and medium-sized businesses.

"Yes, I feel like a success story for RisiAlbania, because I think I was trained very professionally in one of the most interesting emerging fields with a very broad and growing job market. I also feel like a success story, because through this training I managed to position myself quite well in the job market, as well as have the opportunity to move freely on business trips or even for tourism purposes as a digital nomad," says Erma.

Her agency today has a "portfolio" of more than 500 clients, who mainly outsource small projects to the Blinks team.

As we speak, the agency is involved in a very dynamic development in the ICT sector, as she decided to launch and implement a new business line in training young people in the Korça Region in digital marketing, thus opening up a new opportunity for young people who need to find a job in the city of Korça.

The collaboration with Blinks to implement the new business model is in line with RisiAlbania's strategy in developing capabilities to expand training delivery opportunities outside of Tirana. Blinks is among the first companies to focus and operate in Korça in this sector and is expected to closely collaborate with ICT companies.

For Erma it was a precious experience because, within a short time, she gained some targeted professional skills, met creative people with very innovative goals and ideas with whom she still keeps in touch. Erma positioned herself in the job market as a young mother, who returned from Germany after almost 3 years of living away from Albania. Blinks Hub, a digital marketing agency based in Korça, serves small and medium-sized businesses worldwide. With over 500 clients served and a 90% success rate, most clients are repeat customers who have been using the services for more than 6 months. The team consists of 3 graphic designers and 2 content writers, serving around 50 businesses per month. Due to a growing demand for digital marketing services, Blinks Hub has benefited from RisiAlbania's support, which includes market research on digital marketing skill needs, capacity building of trainers through ToT sessions, and development of 4 curricula on digital marketing skills, including digital and social media business marketing, search engine optimization, setting up and implementing paid social media advertising campaigns, and graphic design applications for social media.

