

SVETLA GROZDANOVA

Sofia, Bulgaria

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Driving licence : B

SUMMARY

Highly skilled and results-oriented professional with solid academic preparation: Bachelor degree in English philology and Master's degree in Marketing, Advertising and Public relations. Proven ability to assess and manage complex obstacles; viewed as a strong troubleshooter. Successful in intense and demanding environments, providing efficient management of multiple projects simultaneously. Adept at developing strong relationships across cultures. Seeking an opportunity to utilize my extensive experience with a company that offers growth and increasing responsibility.

SKILLS

- Attention to detail
- Ability to solve problems effectively
- Ambitious and motivated while working on different projects
- Positive attitude and excellent communication skills
- Empathetic listener and persuasive speaker
- English proficiency; German-B2 level
- Computer Literacy: MS Office; Google Workspace; Email
- Willingness to learn and obtain new skills and competencies.
- Responsibility and discipline
- Desire and passion about work
- Great communication skills
- Self-motivated and results-driven personality ready for a challenge
- Ability to work independently in a fast-paced environment
- Able to coordinate several tasks simultaneously
- Strong problem solving and analytical skills

WORK HISTORY

Current Job: Since January 2021 at Dark Side Management LTD

POSITION: PROGRAMMATIC ADVERTISING ACCOUNT MANAGER

- Responsible for overall day to day operations and campaign management of internal programmatic media buying and data management
- Managing a big portfolio of advertisers using business analytics expertise to proactively identify and realize opportunities to increase performance and revenue
- Monitoring account performance for optimal ROI, and advertisers' satisfaction
- Investigating bugs and solving technical issues
- Managing the payment process; communicating and discussing any payment issues that may appear with clients
- Contacting potential clients to establish rapport and add them to the partners portfolio

January 2020-January 2021 Dark Side Management LTD

POSITION: MARKETING AND ADVERTISING SPECIALIST

- Brainstorming and developing ideas for creative marketing campaigns
- Creating and managing Facebook advertising campaigns
- Conducting market research to identify customer trends, competitor offerings and demographic data
- Measuring results

November 2019- February 2020 Sutherland Global Services: GoDaddy Project

POSITION: BUSINESS SALES AGENT AND TECHNICAL SUPPORT SPECIALIST

- SEO optimization
- DNS Configuration in an Active Directory Domain
- Website and email troubleshooting
- Setting up SSL certificates
- Managing CRM Software
- Coordination of special projects at the request of management, which may include planning and coordinating presentations, coordinating direct mailings
- Working independently or as a member of a team on special and ongoing projects
- Organizing and prioritizing big volumes of information and calls

EDUCATION AND TRAINING

- MA in Marketing, Advertising and Public Relations

University of Sheffield International Faculty, CITY College

- Bachelor of English Philology

Sofia University "St. Kliment Ohridski", Sofia

- Foreign Language High School “Acad. Lyudmil Stoyanov” with focus on English language and German language