



Philip Djalov

Content Manager | iGaming Marketing

Contact

LinkedIn Profile:

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Skills

- Copywriting, SEO, Research, Data analytics, Wordpress
- Time management, Teamwork, Team Management, Leadership, Strategic planning, Critical thinking

Languages

- Bulgarian - native
- English - Bilingual
- Spanish - Professional working proficiency

Accomplishments

- Nominee - 'Best Young Blogger' at the Football Content Awards in the UK (2018)

Volunteer Work and Interests

Organizing monthly events for cleaning & renovating, "Georgi Asparuhov" Stadium - PFC Levski Sofia (2022-23-24-25, Sofia, Bulgaria)

Interests -



Work Experience



Content Manager - Alphawin.bg

November 2024 - present

- Defined and maintained the brand communication tone
- Coordinated ambassador campaigns with Georgi Milanov and Azis
- Developed and managed the blog strategy – top-traffic blog for 2025
- Instagram growth from 1,665 to 10,000+ followers; LinkedIn Growth - 373 to over 2K
- Wrote PR and brand communication articles
- Led and coordinated a team of content specialists and copywriters
- Built content workflows, calendars, and systems across all channels
- Created and executed BTL / experiential activations (Alpha Sunrise, Beach Bar, Carrusel Club)



Copywriter - Palms Bet

September 2023 - November 2024

- Developing and executing of long-term content strategy for the casino & sports blog; project manager of the blog redesign process
- Planning and scheduling Social Media Content Calendar
- Mentoring a young copywriter
- Performance analytics: Google Ads, SEMRush, Similar Web, Meta Ads
- Organization and coordination of brand events, seminars, and promotional activities



Head of Content, YouTube Host - Tribuna Levski (14 000+ subscribers)

May 2021 - present

- Youtube host, Content Creator



Co-Founder - Ritnitop.bg (Sofia, Bulgaria, remote)

March 2021 - March 2025

- Editor-in-chief: management and coordination of over 15 authors
- Social media strategist
- Scheduling



Reporter - Survivor BG (Dominican Republic)

Feb 2019 - May 2023

- Conducting on-site interviews with contestants
- Supporting smooth execution of daily filming schedules in a high-pressure, fast-paced environment



Intern - "Bulgaria Today" ' Local Newspaper

June 2018 - May 2019



Bachelor in Media, Culture, Journalism

Institution: University of South Wales

Year of Graduation: 2019

- Dissertation: Means and resources towards developing the football industry in Bulgaria