



MARKETING CONSULTANT | BEHAVIORAL SCIENTIST

Dr. Lachezar Ivanov

CONTACT ME

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AREAS OF EXPERTISE

- Segmentation & Targeting
- Positioning
- Distinctive Brand Assets
- Market Research
- Marketing Communications

OTHER SKILLS

- Experimental design
- Writing
- Presentation skills
- SPSS
- HTML and CSS

LANGUAGES

- English
- German
- Bulgarian

EXPERIENCE

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Self-employed, Berlin, Germany | 2019 – Present

- Marketing strategy for a German state-funded B2B startup, incl. work on positioning, brand assets, and marketing communications planning
- Positioning work for a global media and entertainment company, incl. measuring product attributes with customer surveys
- Segmentation work for a U.K. financial company, incl. psychographic profiling and targeting for conversion optimization

BUSINESS DEVELOPMENT INTERN

audibene GmbH, Berlin, Germany | 2015

EDUCATION

PH.D. IN MARKETING (DR. RER. POL.)

European University Viadrina, Frankfurt O., Germany | 2017 – 2021

ICPSR SUMMER PROGRAM IN QUANTITATIVE METHODS

University of Michigan, Ann Arbor, U.S.A. | 2018

M.SC. & B.SC. IN INTERNATIONAL BUSINESS ADMINISTRATION

European University Viadrina, Frankfurt O., Germany | 2011 – 2017

B.A. IN INTERNATIONAL BUSINESS

Manchester Metropolitan University, Manchester, U.K. | 2013 – 2014