

# Lachezar Ivanov

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Available for a position in Marketing and Advertising or in Behavioral Science.

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## Behavioral Scientist | PhD Candidate in Marketing

My research examines how consumers' innate human nature and biological evolution can be applied to extend our understanding of marketing and advertising. Nature of research – quantitative, empirical, based on randomized experimental designs.

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## Experience

**European University Viadrina** • Frankfurt (Oder), Germany

PhD Candidate in Marketing • Apr 2017 – Present

- Authored five [publications](#) at the intersection of behavioral science and marketing.
- Spoke at five marketing conferences.
- Gave three invited talks (most recently at [Miami Ad School Berlin](#)).
- Published over fifty newsletter / blog [posts](#).

Student Research Assistant • Jan 2016 – Mar 2017; Oct 2012 – Jun 2013

**audibene GmbH** • Berlin, Germany

Business Development Intern (Google Adwords) • Jul 2015 – Sep 2015

**Independent** • Sofia, Bulgaria

Web Developer (HTML, CSS) • Jan 2009 – Oct 2011

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## Education

**University of Michigan** • Ann Arbor, USA

ICPSR Summer Program in Quantitative Methods of Social Research • 2018

- Skills: Advanced Regression Analysis, Experimental Research Methods.

**European University Viadrina** • Frankfurt (Oder), Germany

Master of Science (M.Sc.) in International Business Administration • 2014 – 2017

- Passed with distinction (Grade 1.2).
- Skills: SPSS, Experiments, Regression Analysis, Interviewing.

**European University Viadrina** • Frankfurt (Oder), Germany

**The Manchester Metropolitan University** • Manchester, United Kingdom

Double Bachelor's Degree (B.Sc. / B.A.) in International Business Administration • 2011 – 2014

- Passed with distinction (Grade 1.3) / First Class Honors.