

# Lachezar Ivanov

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Available for a summer marketing (research) internship from July 2019; full-time position from March 2020

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## PhD Candidate in Marketing

Second year PhD candidate researching marketing phenomena through an evolutionary psychology perspective.

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 – Expected graduation in Mar 2020

- Submitted a paper (currently under review) to International Journal of Advertising in May 2018.
- Presented a paper at the International Conference on Research in Advertising in June 2018.
- ICPSR Summer Program in Quantitative Methods at the University of Michigan: advanced regression, experimental research methods, computing.

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

**audibene GmbH** • Berlin, Germany

Business Development Intern • Jul 2015 – Sep 2015

- Utilized Google Adwords to triple the monthly revenue of an online store for hearing protection.

**Independent** • Sofia, Bulgaria

Web Developer • Jan 2009 – Oct 2011

- Created websites (HTML and CSS) for governmental and private organizations (e.g., [domzavas.com](http://domzavas.com)).
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## Education

**European University Viadrina** • Frankfurt (Oder), Germany • Language of instruction – English / German

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

- Passed with distinction (Grade 1.2).
- Majors and Skills: Consumer Behavior, Marketing Communications, Consumer-to-Consumer Marketing, Quantitative Research Methods; SPSS, Experiments, Regression analysis, Interviewing
- Led a team in the Google Online Marketing Challenge 2016 managing to secure 1 donation and 3 volunteer applications for a non-governmental organization.

**European University Viadrina** • Frankfurt (Oder), Germany • Language of instruction – German

**The Manchester Metropolitan University** • Manchester, United Kingdom • Language of instruction – English

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

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