

Lachezar Ivanov

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Available for an internship in marketing from September 2019; full-time from April 2020

PhD Candidate in Marketing

Third year PhD candidate using evolutionary psychology to improve brand marketing. Research interests – humor, gender, health communication, cross-cultural advertising. Nature of research – quantitative, empirical, based on randomized experimental designs.

Experience

European University Viadrina • Frankfurt (Oder), Germany

PhD Candidate in Marketing • Apr 2017 – Expected graduation in Mar 2020

- ICPSR Summer Program in Quantitative Methods at the University of Michigan: advanced regression, experimental research methods.

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).
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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: Consumer Behavior, Marketing Communications, Consumer-to-Consumer Marketing, Quantitative Research Methods, Qualitative Research Methods
- Skills: SPSS, Experiments, Regression analysis, Interviewing

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.