Lachezar Ivanov

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Available for a position in Marketing and Advertising or in Behavioral Science from April 2020.

PhD Candidate in Marketing

PhD candidate using evolutionary psychology to improve marketing and advertising. Research interests – gender differences, humor, 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

- Authored three publications at the intersection of evolutionary psychology and marketing/advertising.
- Spoke at five marketing conferences.

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

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.