

Zornitsa Yahiya

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EXPERIENCE

Digitall Nature Bulgaria, Bulgaria — *Application Engineering Consultant*

DECEMBER 2021 - OCTOBER 2022

Supports digital transformation in industries and through the implementation of CRM systems powered by AI-based customer intelligence and cloud-based technologies

- Certified Salesforce Administrator
- Supported the internal salesforce platform - user creation, account support
- Identified needs and mapped out a strategy for the implementation of an invoice object
- Merging and monitoring data using SOQL and Mulesoft
- Collaboration tools: Jira, Confluence, Bitbucket, git

border concepts, Bulgaria — *Account Manager*

MARCH 2015 - JANUARY 2021

Specialises in higher education marketing, offering online marketing solutions and organises student recruitment fairs to connect educational institutions with prospective students

- Responsible for customer relation management in NRW, Germany
- Expanded the European markets through active research development
- Increased sales revenue through revision of marketing strategies and upsale
- Project transfer and oversight of the correct execution of booked activities
- Edited and translated marketing materials from German
- Supported the organisation team at fair venues and assisted exhibitors and visitor
- CRM tools: Microsoft Dynamics, Salesforce, Sage OfficeLine

EDUCATION

Maastricht University, the Netherlands — 2014

MASTER OF ARTS in Politics and Society

- Qualitative & quantitative research
- Public speaking & presentation

Eifel-Gymnasium Neuerburg, Germany — 2007

Abitur (A-Level)

LANGUAGES

- **German - C2** (graduated A-Level in Germany)
- **English - C2** (completed a Master degree)
- **Bulgarian** - native
- **Russian - B1** (conversational)

CERTIFICATES

- **Salesforce** - Certified Administrator
- **Software University** - Advanced Programming in Python

CRM TOOLS (as an End User)

Microsoft Dynamics, SAP, Hendrix, Salesforce, Sage OfficeLine, Google Analytics

COLLABORATION TOOLS (as an Admin)

Jira, Confluence, Bitbucket, Github, git

VOLUNTEERING

Foundation for Entrepreneurship, Culture and Education — *Research & Writing*

MARCH 2017 - Present

- Drafting and editing project proposals for EU funded directives
- Country Research and analysis in English