



## Tatyana Asenova

Date of birth: 31/01/1997 | **Nationality:** Bulgarian | **Gender:** Female |

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[www.etk-design.com/portfolio](http://www.etk-design.com/portfolio) |

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## WORK EXPERIENCE

05/12/2016 – CURRENT – Sofia

**CO-OWNER AND CEO, WORDPRESS PROJECT LEAD, ERP INTEGRATIONS LEAD – EPHEDRA-TK LTD**

- Corporate management and IT team lead
- Web design with WordPress CMS - development, maintenance, design and redesign of landing page websites, corporate websites, blogs, e-shops (WooCommerce platform) and marketplace platforms
- WordPress and Web development projects (incl **PHP, JavaScript, JQuery, HTML, CSS** custom work)
- ERP systems integration - Project scaffolding, management and execution of ERP-related software in SMEs
- Creation of Technical documentation and tutorials
- Client communication management

Sofia, Bulgaria

01/06/2021 – 12/2021 – Sofia, Bulgaria

**PHP AND JAVASCRIPT DEVELOPER – DEVRIX**

- Technologies: mainly **PHP and JavaScript**, as well as **JQuery, React**
- WordPress extensions and editors: WooCommerce, Gutenberg, Elementor, WP Bakery, Classic Editor
- Theme and Plugin development and modification
- Web Development team work
- Daily work with: Git (BitBucket + GitHub), VSCode, Asana, Slack

## EDUCATION AND TRAINING

09/2017 – 10/2020 – Veliko Tarnovo, Bulgaria

**BACHELOR'S DEGREE - PUBLIC RELATIONS AND SOCIAL MEDIA EXPERT** – University of Veliko Turnovo St Cyril and St. Methodius

- Language training: Bulgarian and English | Journalism, PR, digital media | Management of journalistic projects | Data analysis and visualization | Information technology and publishing software | Integrated marketing communications | Crisis management and crisis communications | Online marketing campaigns | Brand Management Strategies | Graphic design and visual communication

Cum Laude | EQF level 5

11/2021 – 12/2022 – Aleksandar Malinov Boulevard 78, et. 1, 1799 American college, Sofia, Bulgaria

**REACT.JS DEVELOPMENT** – Software University

- Intro to React and JSX | Components | Routing | Forms | React Hooks | Advanced Techniques

A | <https://softuni.bg/certificates/details/122113/16ad7ff4>

05/2021 – 06/2021 – Aleksandar Malinov Boulevard 78, et. 1, 1799 American college, Sofia, Bulgaria

**JAVASCRIPT BACKEND - NODE.JS** – Software University

- Web Servers | HTTP protocol | Server applications with Node.JS. | Non-relational databases | Express and Handlebars | MVC architecture

A | <https://softuni.bg/certificates/details/113226/3a2bac31>

02/2021 – 04/2021 – Aleksandar Malinov Boulevard 78, et. 1, 1799 American college, Sofia, Bulgaria  
**JAVASCRIPT - SPA APPLICATIONS** – Software University

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- HTTP and REST Services | Asynchronous Programming | Remote Data and Authentication | Single Page Applications | Architecture and Testing | Client Side Rendering | Routing | Modular Applications | Workshop: Web Components

A | <https://softuni.bg/certificates/details/102519/a8611b5b>

12/2020 – 02/2021 – Aleksandar Malinov Boulevard 78, et. 1, 1799 American college, Sofia, Bulgaria  
**JAVASCRIPT ADVANCED** – Software University

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- Classes and objects | Linear structures | Functions and JSON formats | Object oriented programming | Information retrieval and manipulation of the DOM tree | Functional programming

A | <https://softuni.bg/certificates/details/98456/9b38e997>

09/2020 – 01/2021 – Aleksandar Malinov Boulevard 78, et. 1, 1799 American college, Sofia, Bulgaria  
**JAVASCRIPT FUNDAMENTALS** – Software University

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- Syntax, Conditional Statements and Loops | Data Types and Variables | HTML and CSS Basics | Functions | Arrays Advanced | Software Development Concepts | Objects and Classes | Associative Arrays | Problem Solving | Text Processing | Database Basics | Regular Expressions | Git and GitHub

A | <https://softuni.bg/Certificates/Details/96897/aadc714a>

01/2017 – 03/2017 – 1/2017 – 03/2017 Aleksandar Malinov Boulevard 78, et. 1, 1799 American college, Sofia, Bulgaria  
**WORDPRESS CMS** – Software University

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- Introduction to CMS platforms | Work with topics in the information CMS platform | Work and development of extensions for CMS platform Wordpress | Development of topics for CMS platform Wordpress

A | <https://softuni.bg/certificates/details/19782/f2e52e8c>

09/2017 – 10/2017 – Aleksandar Malinov Boulevard 78, et. 1, 1799 American college,, Sofia, Bulgaria  
**BLOCKCHAIN TECHNOLOGY** – Software University

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- Blockchain technology | Cryptography | Decentralized currencies | Cryptocurrencies & portfolios | Hardware infrastructure, crypto pools, instruments | Ethereum and "smart" crypto contracts | ICO technology

A | EQF level 3 | <https://softuni.bg/certificates/details/24781/5e4ea072>

01/2018 – 03/2018 – Aleksandar Malinov Boulevard 78, et. 1, 1799 American college, Sofia, Bulgaria  
**WEB FUNDAMENTALS (HTML5, CSS)** – Software University

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- HTML Structure | CSS Formatting and Positioning | Creating Landing Pages | HTML Forms & Form Styling | Responsive Design | Transitions & Animations

A | <https://softuni.bg/certificates/details/52461/67e9bc5f> | <https://softuni.bg/certificates/details/52461/67e9bc5f>

09/2009 – 11/06/2015 – Veliko Tarnovo Slavyanska St, 2, Veliko Tarnovo, Bulgaria  
**FOREIGN LANGUAGE SPECIALIST: ENGLISH AND RUSSIAN LANGUAGES** – Secondary School for Foreign Languages  
"Prof. Dr. Asen Zlatarov"

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**Field(s) of study**

- Arts and humanities : *Literature and linguistics*

Suma cum laude | EQF level 4

## LANGUAGE SKILLS

Mother tongue(s): **BULGARIAN**

Other language(s):

|                | UNDERSTANDING |         | SPEAKING          |                    | WRITING |
|----------------|---------------|---------|-------------------|--------------------|---------|
|                | Listening     | Reading | Spoken production | Spoken interaction |         |
| <b>ENGLISH</b> | C2            | C2      | C2                | C2                 | C2      |
| <b>RUSSIAN</b> | B1            | B1      | A2                | A2                 | A2      |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## DIGITAL SKILLS

HTML5/CSS, Javascript | React.js | Git | JSON | RESTful api | Postman | Github | PHP | WordPress | WooCommerce | VSCode | Adobe Premiere Pro | SEO | Writing/copywriting | Figma | JQuery

## WORK EXPERIENCE: TECHNICAL, COMMUNICATION AND LEADERSHIP SKILLS

### Web design and Development skills

- **JavaScript Web Development** - React.js (hooks, context API, external libraries, external APIs, Routing, JSX), Node.js (server-side SPAs), Handlebars, Lit html etc; AJAX, JQuery
- **HTML5 and CSS**
- **WordPress Web design skills** - working with themes, plugins, extensions, WooCommerce and WordPress Rest Api, PHP and JavaScript custom development

### Leadership and management skills

- **Leadership, management and team** work skills acquired throughout my 5+ years experience of running a Web agency, dealing with project management and client relationship management
- The ability to **structure, execute and document tasks and projects** using Asana and ERPs
- **Mentoring skills** in the implementation of ERP projects, including staff training.

### Marketing and Digital communication

- In-depth knowledge of digital and non-digital communication as a graduated expert in public relations.
- Creating copywriting texts in Bulgarian and English for web blogs and social networks
- Social media marketing & Brand identity, management and consulting

## HOBBIES AND INTERESTS

### Sciences, Books, Gaming and Music

- I have always been a keen learner of life sciences, esp. Biology, Biochemistry, Ayurveda and Yoga;
- I have taken 10 years of music training and have recently created a [YouTube music cover channel](#)
- I am a huge fan of the fantasy genre (games and books) - be it The Witcher, World of Warcraft or Dungeons and Dragons