Asparuh **Kalyandzhiev**

0885 815 340 | ✉ akalyandjiev@gmail.com | 🔗 linkedin.com/in/acnapyx

Experienced email, content and social marketing expert, editor, project manager and all-around tech geek, with proven track record in digital marketing, marketing automation, and writing for tech — both software and hardware.

EMPLOYMENT

2018 - 2020

PERFORMANCE MARKETING SPECIALIST – **Unleash Performance** Ltd.

Unleash is an digital marketing agency specialized in performance marketing. My role included marketing campaigns implementation, management and support in the following areas:

+ Display advertising in Facebook, Google, Snapchat and native ads;
+ Content provision for a storytelling platform with 180M+ audience;
+ Ads creation, copywriting;
+ Campaigns management and optimization;
+ Performance metrics analytics and interpretation;
+ On-site SEO and content optimization;
+ WordPress sites management;
+ Digital media editing, dubbing and mastering;
+ Front-end implementation using HTML/CSS/JavaScript;
+ Company CMS and CDN server support;
+ Social profiles, pages and communities management.

2010 - 2020

ASSOCIATE EDITOR – **Webcafe**

I was one of the founding members of the Webcafe.bg team and worked actively to create, promote and build successfully the Webcafe brand as a leading online media and portal site.

Responsibilities:

+ Providing content, fact checking;
+ Translating articles;
+ Copywriting and editing for WebCafe site;
+ Updating the site, publishing articles and galleries;
+ Managing the weekly Webcafe newsletter;
+ Managing social media accounts.

2015 - 2017   **MARKETING AUTOMATION EXPERT** – **BuzzFixer** Ltd.

BuzzFixer is one of the few Bulgarian companies in the field of marketing automation. At BuzzFixer I worked with clients from US, Australia, UK, France and Switzerland on their digital and email marketing campaigns.

Main responsibilities:
+ Development and execution of email/digital/affiliate marketing campaigns;
+ Building and managing access to WordPress membership sites;
+ Consulting and implementation of marketing automation using a variety of tools — Ontraport/InfusionSoft/ActiveCampaign/ConvertKit/MailChimp etc.;
+ Affiliate marketing implementation and support;
+ Front-end implementation using HTML/CSS/JavaScript;
+ API/services integration support.

2015 - 2016   **EDITOR AT LARGE** – **Goodlife**

Goodlife.bg is an online media and e-commerce platform dedicated to gourmet food, drinks, travel, cuisine, and overall quality of life. I was hired to perform the role of content master, and my responsibilities included research, content creation, brand promotion etc.

Main responsibilities:
+ Providing content;
+ Translating articles;
+ Copywriting and editing for Goodlife site;
+ Updating the site, managing products, publishing articles and ads;
+ Managing social media accounts.

2011 - 2015   **EDITOR IN CHARGE** – **.net** magazine, **Fotomania** magazine, **Interminds** Ltd.

Responsible for managing the Bulgarian edition of .net magazine.

+ Planning issues of .net magazine;
+ Providing content;
+ Translating articles;
+ Copywriting and editing;
+ Coordinating and managing beat writers, contributors and columnists;
+ Translating and editing bookazines;
+ Supporting and updating magazine and company web sites;
+ Managing social media accounts;
+ Managing communications with .net and Digital Camera Magazine license holders.

2004 – 2013 **EDITOR** – **Personal Computer Magazine/BG**, PAM Publishing Ltd.

+ Translating and editing articles for Personal Computer World/BG magazine.

2007 - 2011 **PROJECT MANAGER** – **Webground** Media Group

+ Creating and developing the concept and strategy of Tehnozona.bg site;
+ Providing and translating content;
+ Writing/editing articles for Actualno.com, Expert.bg, MySound.bg etc.

2002 - 2003 **EDITOR** – **Computers.bg**, Bulgarian Publishing Company

+ Writing and editing articles on topics such as software, hardware, communications for Computers newspaper and Software magazine.

EDUCATION

1994-2000 **JOURNALISM AND MASS COMMUNICATIONS** – Sofia University (*Semestrially graduated*)

1990-1994 **NATIONAL SCHOOL FOR ANCIENT LANGUAGES AND CULTURES** (NGDEK)

LANGUAGES

BULGARIAN Native Proficiency
ENGLISH Fluent (C1)
RUSSIAN Very Good (B2)

CERTIFICATIONS

2020 **INBOUND MARKETING** HubSpot Academy
2020 **CONTENT MARKETING** HubSpot Academy
2020 **EMAIL MARKETING** HubSpot Academy
2020 **SOCIAL MEDIA STRATEGY** HubSpot Academy
2020 **GROWTH-DRIVEN DESIGN** HubSpot Academy
2016 **DIGITAL MARKETING MASTERY** Google Digital Garage

+ **Automation/CRM: Ontraport | ActiveCampaign | MailChimp**
+ **CMS: WordPress | Shopify | Drupal | Joomla**
+ **Digital Media**
+ **Responsive web design**
+ **InDesign**
+ **Photoshop**
+ **MS Office**
+ **HTML | CSS | JavaScript | jQuery**
+ **PHP | MySQL**
+ **API scripting**
+ **Type design**
+ **Linux/FreeBSD system administration**
+ **Network administration & security**
+ **3D modelling**