



Asparuh Kalyandzhiev

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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

2022 - Present

CHIEF TECHNOLOGIST – Zmatic SpLtd.

Zmatic is one of the biggest traffic hubs in Europe, providing services for affiliates and media buying teams. Zmatic has a network of 500+ partner agencies, providing ad accounts in 100+ different platforms, Google, Facebook, X, TikTok, Taboola, Bing, Verizon, Xandr, DV360, Adform and other DSP platforms. My main responsibilities include:

- + Ads, domains, VPS, hosting, email and other IT infrastructure setup and support;
- + Programmatic and DSP account infrastructure management (DV360, CM360, Adform, Google Ads, Microsoft Ads, Taboola, Outbrain and others);
- + Payment solutions infrastructure management;
- + Email marketing strategy advisory, consulting and implementation;
- + Lead generation and cold outreach management and automation;
- + Management and support of the in-house ERP and CRM systems;
- + Testing and implementing new platforms;
- + Access control management;
- + Growth hacking initiatives;
- + Ad campaign performance tracking and reporting.

2022 - 2022

EMAIL MARKETING SPECIALIST – ActivTrades Ltd.

ActivTrades is an independent broker offering trading services in Forex, CFDs and spread betting. This was a project-based hire with the following responsibilities:

- + Development and execution of email marketing campaigns;
- + Implementation of marketing automation in Salesforce Marketing Cloud, ActiveCampaign and SendGrid;
- + CRM management and support;
- + Salesforce and ActiveCampaign integration and switchover from SFMC;
- + Figma and ActiveCampaign integration for email design.

2020 - 2022

DIGITAL MARKETING SPECIALIST – 365 Careers Ltd.

365 Careers is a firm specializing in high-end business, financial, data science, and office productivity training programs. My main responsibilities were:

- + Launch, content management, link building, outreach, and traffic provision initiatives for 365 Financial Analyst site;
- + Display advertising in Facebook, Google, LinkedIn, Twitter and Reddit ads;
- + Campaigns management and optimization;
- + In-house marketing automation (Infusionsoft/Keap);
- + QA, testing and coordination with the developers of the company e-learning platform;
- + On-page and off-page SEO, structured data, UX, GTM/GA tasks;
- + Managing company email marketing, including the monthly newsletter;
- + Social profiles, pages and communities management;
- + Performance reporting activities;
- + Various website infrastructure-related tasks.

2018 - 2020

PERFORMANCE MARKETING SPECIALIST – Unleash 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 Ltd.

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 Ltd.

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

2022

LINKEDIN MARKETING SOLUTIONS LinkedIn

2022

LINKEDIN MARKETING STRATEGY LinkedIn

2022

EMAIL AUTOMATIONS Intuit Mailchimp

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2022	EMAIL MARKETING Intuit Mailchimp
2022	MAILCHIMP FOUNDATIONS Intuit Mailchimp
2022	GOOGLE ADS DISPLAY LinkedIn
2022	GOOGLE ADS SEARCH LinkedIn
2022	GOOGLE ADS MEASUREMENT LinkedIn
2022	EMAIL MARKETING Sendinblue
2021	GOOGLE ANALYTICS Google
2021	DIGITAL ADVERTISING HubSpot Academy
2021	SEO HubSpot Academy
2021	INBOUND SALES HubSpot Academy
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

SKILLS

- + **Automation: Ontraport | Infusionsoft/Keap | ActiveCampaign | Snov.io | LinkedHelper**
- + **CMS: WordPress | Drupal | Joomla**
- + **Responsive web design**
- + **HTML | CSS | JavaScript**
- + **Perl | PHP | MySQL | Python**
- + **API scripting**
- + **Photoshop**
- + **MS Office**
- + **Type design**
- + **Linux/FreeBSD system administration**
- + **Network administration & security**
- + **3D modelling**