

• EDUCATION •

Bachelor International Business and Management
at Fontys University of Applied Sciences
Sep 2019 - Jun 2023

Foreign Language High School
at "Academic Lyudmil Stoyanov", Bulgaria
(Specialized: French, English, Computer science).
Sep 2014 - Jun 2019

• WORK EXPERIENCE •

FONTYS STUDENT ASSISTANT
Operating activities such as: communication and organizational skills, accuracy, problem-solving, attention to details.

BARISTA FRANCOFOLIES
Operating activities such as: customer service, time management, sales, communication skills, customer care, memorization.

• LANGUAGE PROFICIENCY •

BULGARIAN • NATIVE

ENGLISH • PROFESSIONAL PROFICIENCY

FRENCH • B2 LEVEL

• CERTIFICATES •



"BADGE- VIRTUAL INNOVATION WEEK"



"GOOGLE GARAGE MARKETING"



"LEARNING DATA VISUALIZATION"



"POWER BI ESSENTIAL TRAINING"



"SOCIAL MEDIA MARKETING:
STRATEGY & OPTIMIZATION"

• INTERESTS •



• PROJECTS •

ONLINE MARKETING

Develop a well-founded marketing plan on new innovative product to support the creation of value for international customers, while examining the impact a strategy and tactics can have on other business areas.

BUSINESS RESEARCH PORTFOLIO

Analyses existing company in an international business setting with use of adequate quantitative customer satisfaction research design and tools, resulting in an evidence-based, feasible portfolio.

ACTIONABLE MARKET INTELLIGENCE

Develop strategic recommendations for an existing international company based on relevant marketing concepts and research.

E-MARKETING

Executive level strategy presentation consisting of search engine optimization tools for B2B website. Understanding and applying Google Analytics.

CUSTOMER JOURNEY MAP

Developing and applying a Customer Journey Map for a specific target market segment based on qualitative and quantitative data.

CONVERSION ANALYSIS

Provide a plan of action by analyzing datasets from various steps with the use of conversion funnel.

INTERNATIONAL MARKETING

Set up an international marketing plan that outlines the role of marketing in an international company and analyses different strategies for internationalization.

BUSINESS IT DEVELOPMENTS

Learn how to build new business model and become aware of major business developments and trends, such as Big Data, circular economy, and digitalization on the business model.

VIRTUAL INNOVATION

A project conducted with Belgium University of Moving Minds. Participating in a business game competing with other students in multidisciplinary teams. Goal-develop a plan for growth utilizing the lean start-up method and make strategic decisions related to marketing and accounting issues.

• SKILLS •

