

Contact

00896988688 (Mobile)
dari.k@abv.bg

www.linkedin.com/in/dariy-kutelov-a4850212 (LinkedIn)
www.moshopco.com/ (Company)
buytablet.bg/ (Company)
darigo.com/ (Company)

Top Skills

SEO

Web Analytics

Digital Marketing

Certifications

Front End Web Development

Machine Learning

Dariy Kutelov

Entrepreneur
Bulgaria

Summary

Experienced in sales management and marketing.

Experience

Health and Beauty Greece

Partner

December 2019 - Present (9 months)

Athens, Greece

E-commerce and physical store in Athens for cosmetic products.

Digitals

Partner

April 2017 - Present (3 years 5 months)

Sofia, Bulgaria

E-commerce distributor for Unilever brands:

- Rexona, Dove, Omo, Coccolino, Domestos, Cif, Signal, Schmidt's, Tresemmé, Love Beauty and Planet.

Importer and distributor of professional and consumer cosmetics:

- Lavish Care.

E-commerce retail sales:

- Health and Beauty Bulgaria: hab.bg

- Lavish Care: lavish.bg

Telexim BG

Partner

2011 - Present (9 years)

Distributor of electronic brands: Samsung, LG, TCL, Intenso.

Product types include smartphones, televisions, monitors, memory cards, SSDs.

Technomarket Bulgaria

Sales (Retail) Director

June 2013 - July 2014 (1 year 2 months)

Management of Technomarket stores and e-commerce shop.

Mobile Shop Company Ltd

Manager

2010 - May 2013 (3 years)

Sofia, Bulgaria

Set up, development and operation of e-commerce stores.

Distribution of kids' products and unique gifts.

Cosmo Bulgaria Mobile

6 years 4 months

Sales Director

December 2005 - January 2009 (3 years 2 months)

Sofia, Bulgaria

- Reporting to the CCO;
- Managing Sales Division of 180 people;
- Main responsibility is the achievement of the company revenue and the subscribers' targets;
- Control on distribution cost and cost of goods sold;
- Responsible for mobile phones procurement, SIM management, product production and logistics.

Sales and Trade Marketing Manager

January 2004 - November 2005 (1 year 11 months)

Sofia, Bulgaria

- Reporting to the Chief Commercial Officer;
- Managing Trade Marketing and Indirect Sales Department of 24 people;
- responsible for indirect sales channels (80% of the sales);
- managing trade marketing and co-op advertising budgets;
- Responsible for trade marketing, BTL marketing, sponsorship, mobile handsets purchasing, SIM management, product production and logistics.

Trade Marketing Manager

October 2002 - December 2003 (1 year 3 months)

Sofia, Bulgaria

- Reporting to the Commercial Director;
- Managing Trade Marketing Department;
- managing trade marketing and co-op advertising budgets;
- Responsible for trade marketing, BTL marketing, sponsorship.

British American Tobacco

5 years 9 months

Marketing and Sales Manager

February 2001 - August 2002 (1 year 7 months)

Sofia, Bulgaria

- Reporting to the Country Manager;
- Responsible for brand, trade marketing and sales functions;
- Managing a team of 25 people and a national distributor;
- Managing portfolio of international brands (Lucky Strike, Rothmans, Kent;
- Responsible for advertising and distribution budgets.

Assistant - Jr Brand Manager - Brand Manager - Sr Brand Manager - Head of Brands

December 1996 - January 2001 (4 years 2 months)

Sofia, Bulgaria

- Brand marketing of international brands (Lucky Strike, Kent, Pall Mall, Rothmans)
- Media advertising and BTL

Education

Software University (softuni.bg)

· (2020 - 2021)

American University in Bulgaria

EMBA · (2005 - 2006)

University of National and World Economy, Sofia, Bulgaria

International Tourism · (1990 - 1995)

High School for Foreign Languages Eksarh Iosif I, Lovetch, Bulgaria

German Language · (1984 - 1988)