

Sofia Petrov

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PROFESSIONAL SUMMARY

Accomplished Marketing Manager with 10 years of progressive experience in Marketing. Demonstrated expertise in Social Media Marketing, Instagram, LinkedIn with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

Social Media Marketing

Instagram

LinkedIn

Twitter

TikTok

Influencer Marketing

PROFESSIONAL EXPERIENCE

Marketing Manager | Spotify

2019 - Present | Vancouver, BC, Canada

- Spearheaded marketing initiatives that delivered 19% improvement in operational efficiency
- Led cross-functional teams of 8 professionals across multiple high-impact projects
- Architected and implemented Social Media Marketing solutions resulting in \$498K annual cost savings
- Established best practices and mentored 4 team members, improving overall team productivity by 21%

Marketing Manager | TechCorp Solutions

2015 - 2019

- Developed and maintained instagram applications serving 88K+ users
- Collaborated with product and design teams to deliver 8 major feature releases
- Optimized system performance resulting in 27% reduction in response time

EDUCATION

Bachelor of Science in Marketing

IE Business School | 2008

CERTIFICATIONS

- Salesforce Marketing Cloud