

PERSONAL INFORMATION

Irma Stefanova



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POSITION

SEO, R&D, Digital Marketing, Business strategy and analysis

WORK EXPERIENCE

01/05/2019–Present

Facebook Marketing, Content Marketing, PR

The White Bar, Vratza (Bulgaria)

Freelance job for my friends with the digital performance of their bar;

- Creating events and banners;
- Creating content for their Facebook Page;
- Finding and attracting partners (example: singers, events like "Learn how to paint with a glass of wine in your hand")
- Creative advices for the interior;
- Giving advices for upcoming events ("What do plan?", "How to plan?", "How much it will cost?")

21/08/2017–16/01/2018

Organizer, Customer Service

Educational Centre "Britanica", Sofia (Bulgaria)

- ensuring timely issuance, accuracy and storage of the financial records of each client
- care of the educational documentation and development of each student
- sells book training sets and monitors stock availability - Working with Excel and CRM to fill customer data and track their development
- Provides information on the courses the Center offers to new and potential customers by keeping them in touch throughout the process
- Provides feedback to each client about maturity fees, development, upcoming events

11/02/2016–25/09/2017

Waiter/waitress

Club Carrusel, Sofia (Bulgaria)

- customer service;
- communication with clients

14/07/2015–26/11/2015

Waiter/waitress

"Memento" Rakovski, Sofia (Bulgaria)

- customer service;
- communicating with clients

EDUCATION AND TRAINING

15/09/2019–Present

Complete Program "Digital Marketing"

SoftUni, Sofia (Bulgaria)

- Marketing Fundamentals
- Content Marketing

- E-mail Marketing
- Facebook Marketing
- Google Ads
- SEO
- Google Analytics
- Digital Creative
- E-commerce

Related document(s): [certificatemarketingfundamentals.jpg](#)

01/10/2019–Present **Master "International Economic Relations"**
University of National and World Economy, Sofia (Bulgaria)

20/09/2015–15/06/2019 **Bachelor "Marketing and Strategic Planning in English"**
University of National and World Economy, Sofia (Bulgaria)

15/09/2010–24/05/2015 **Mathematics and English**
Science and Mathematic School "Akad. Ivan Tsenov", Vratza (Bulgaria)

PERSONAL SKILLS

Mother tongue(s) Bulgarian

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	B2	B2	C1
FCE Cambridge					

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills - good communication skills, gained by communication with clients in all of my workplaces

Organisational / managerial skills - Leadership and Teamwork acquired as Quality Assistant (QA) at Brett Robinson, Alabama, USA (student program J1), where I was tracking the speed and quality of the work of 7-10 housekeepers daily

Job-related skills
-Microsoft Office
- CRM
- multifunctional

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem-solving
Independent user	Proficient user	Independent user	Independent user	Proficient user

Digital skills - Self-assessment grid

Progress: C# basics
Google: AdWords Fundamentals Assessment
Google: AdWords Search Certification
SoftUni- Marketing Fundamentals

Other skills - positive and creative, willing to gain knowledge, ready for development, strict, serious and executive in the given tasks

Driving licence B1, B

ATTACHMENTS

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Marketing Fundamentals – September 2019



HONORABLE MENTION

This honorable mention is issued by SoftUni Digital to acknowledge that

Irma Stefanova

has successfully completed a course

with **5.88/6.00**

Course curriculum:

TOPIC	HOURS
Why Marketing? Why Digital Marketing?	3
Company Business Model	3
Unique Value Proposition. Target Users	3
Buyer Personas	3
Digital Consumer Behaviour	4
Micromoments	3
Creating the Customer Journey. Macro and Micro Goals	3
Preparing a Marketing Plan	3



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Check the validity of this document here:

<https://digital.softuni.bg/Certificates/Details/12534/ed039c8f>

Georgi Malchev

Marketing Fundamentals - September 2019