

Curriculum Vitae



Personal information

First name(s) / Surname(s) **Hristiana Slavkova**
Address(es) Cyprus, Nicosia 4 Agiasmation Str., Latsia
Telephone(s) Current Office Phone: Mobile: +357 96 731 510
E-mail hristiana.slavkova@gmail.com | pr@xristiana.com
Nationality Bulgarian
Date of birth 25.03.1976

Dates
Occupation or position held
Main activities and responsibilities
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Occupation or position held
Main activities and responsibilities

Marketing Manager
Define strategy for and develop, execute and manage comprehensive marketing plan encompassing integrated marketing initiatives designed to penetrate and grow targeted markets. Communicate with customers, management, internal departments and vendors to coordinate overall marketing effort in accordance with corporate goals. Plan and carry out regional market research and analyses. Play integral role in product development activities. Lead and direct forward-thinking marketing team. Prepare and manage marketing budget.

Internet Marketing Manager for:

Rush4Cash – online gambling platform.
Participating the development of a group of websites that form the online gaming platform, including thorough marketing and legal research. Managing a team of 4 marketing experts to build and execute Marketing Strategy – including inbound and outbound techniques.

Name and address of employer **EXPONET.US Cyprus**, Nicosia – online project for connecting businesses in virtual trade fairs developed by UnitrustMedia.
Type of business or sector Internet Marketing and new media industry

Dates October 2012 – April 2013
Occupation or position held **Internet Marketing Manager**
Main activities and responsibilities Responsible for developing and maintaining online marketing strategies to meet company objectives. Evaluates customer research, market conditions, competitor data and implements marketing plan changes as needed. Oversees all marketing, advertising and promotional staff and activities.

Name and address of employer **Business Global Ltd. Cyprus**, Nicosia
Type of business or sector Internet Marketing Company | Virtual Exhibition Center

Dates November 2007 onwards
Occupation or position held **Internet Marketing & PR Manager**

Main activities and responsibilities	Responsible for developing and maintaining marketing strategies to meet company objectives. Evaluates customer research, market conditions, competitor data and implements marketing plan changes as needed. Oversees all marketing, advertising and promotional staff and activities. <u><i>Working as Internet manager on the following projects:</i></u> The responsibilities and activities relate to detailed assessment of current marketing reality, developing Marketing Strategy – Inbound and Outbound; Managing teams of marketing and developer teams, contact sub-contractor companies, everyday support and function of Social Media, Email marketing, Reputation Management LatsiaTV.com – Internet Television for the Municipality of Latsia Aishe is Going On Vacation – a feature short Festival Selection in Cyprus and abroad TurizmKipr.ru – online promotional video platform dedicated to present Cyprus to the Russian speaking audience and market Everything But The Box – a Bulgarian Company – leader on the market of design and manufacturing sound systems and loud speakers
Name and address of employer Type of business or sector	UnitrustMedia Ltd. Cyprus , 4, Acropolis Ave., 1st floor, Strovolos, Nicosia Media Production Company www.unitrustmedia.com
Dates	July 2006 - 2012
Occupation or position held	Co-Owner & Business Development Manager
Main activities and responsibilities	Set sales targets and define strategy to achieve company targets and to follow the set strategy punctually. Manage the proposal development process and maintain the time-lines for the proposal teams. Develop draft proposals based on team meetings and discussions. Maintain the Business Development databases. Support marketing activities, including trade/ scientific shows, mailings, etc.
Name and address of employer Type of business or sector	ComTrade HS Ltd. Bulgaria , Silver Center Lyulin-9 Sofia Telecommunication Security Solutions
Dates	December 2005 – June 2006
Occupation or position held	Head of Marketing Department
Main activities and responsibilities	Define and agree with the management staff of the company a marketing plan in support of the the company business plan. Develop Brand Awareness and Consideration activities including providing input to the media relationships, origination of Regional press releases and news stories, prioritisation of media advertising and advertorial placements. Ensure all databases are kept up-to-date. Provide day-to-day leadership of all marketing resources in the office to create a positive working environment, paying particular attention to cross-functional/portfolio/project interworking.
Name and address of employer Type of business or sector	ENTEL TTT PLC Bulgaria , 1, Kukush Str. Sofia Telecommunication Production Company
Dates	April 2005 – December 2005
Occupation or position held	Key Account Manager
Main activities and responsibilities	Develop and retain the revenues of a given number of clients (base) through the development of strong strategic relationships. Sell companies portfolio to the base of clients. Consistently strive to maximize value within each account. Ensure timely, accurate and appropriate reporting back to the management. Establish strong, lasting relationships at all levels. Constantly work towards adding value to the account. Report back to the business on key trends, threats and opportunities within the customer's base and the market at large.
Name and address of employer Type of business or sector	VIVACOM Bulgaria , Tzarigradsko Shose Blvd. Sofia Bulgarian Telecom Company
Dates	March 2004 – April 2005
Occupation or position held	Customer Service Executive
Page 2/4 - Curriculum vitae of Slavkova, Hristiana Ivanova	For more information: http://bg.linkedin.com/in/hristianaslavkova eMail: hristiana.slavkova@gmail.com ; pr@xristiana.com

Main activities and responsibilities | Service and determine customer needs and provide solutions with regards to their banking requirements. Handle transactions and answer customer questions. Educate customers on product options and technology issues. Manage customer and bank privacy. Manage and pass on customer feedback. Sell existing customers new banking services and products. Effectively use a variety of computer programs to access customer details and databases, and research options. Data entry.

Name and address of employer | **Raiffeisenbank (Bulgaria) EAD**, 18-20 Gogol Str., 1504 Sofia

Type of business or sector | Banking

Education and training

Dates | 2010

Title of qualification awarded | **E-Marketing Expert | Internet Marketing Specialization**

Name and Type of organization providing education and training | M3 Communications College | Bulgarian Ministry of education and science

Dates | 2001-2002

Title of qualification awarded | **Master of Science in Banking**

Name and type of organisation providing education and training | Bulgarian Academy of Sciences (Economic Institute) and Veliko Turnovo University

Principal subjects/occupational skills covered | Thesis Title: "Deposit sources of funds for banks", Research based on The American banking system.

Dates | 1996-2000

Title of qualification awarded | **Bachelor of Science in Finance**

Name and type of organisation providing education and training | University and National and World Economy, Sofia Bulgaria

Personal skills and competences

Mother tongue(s) | **Bulgarian**

Other language(s)

Self-assessment
European level ()*

English

Russian

Understanding		Speaking		Writing
Listening	Reading	Spoken interaction	Spoken production	
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user
Proficient user	Proficient user	Indipendent user	Indipendent user	Indipendent user

Social skills and competences | I am an extremely organised and responsible person with good abilities for synthetic and global views over concrete situations. I possess end-oriented work capacity with problem-solving attitude and strong referential values of fairness, equity and dignity. I am able to establish and maintain good working relations with people of different national and cultural backgrounds.

Personal Interests | Creating pieces of Art and visiting Modern Art galleries. Enjoy all sports particularly running. Love to travel and experience different cultures.

Computer skills and competences | Competent with most Microsoft Office programmes, internet, Photoshop and some experience with HTML.

Driving licence | I am a holder of a Bulgarian drivers licence. Category B vehicle.

