



Ina Nikolova

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Summary

I am a Marketing Expert with a PhD in Media and Public Communications and over 12 years of industry experience. Skilled in creating clear, impactful marketing and communication strategies that connect with audiences and drive results. Confident presenter with a talent for turning ideas into compelling messages for both customers and company leadership. Strong background in campaign planning, market research, and working with diverse teams and international partners.

Always driven by curiosity and creativity and a passion for clear, effective communication.

Skill Highlights

- High-communication competency
- Open-mindedness
- Proficiency in creative writing
- Proficiency in public speaking and presentations
- Strong interpersonal skills
- Process-driven dedication
- Strategic and innovative thinking
- Outcome focused

Experience

Marketing Manager - 01/2016 to present
PATECCO GmbH Germany (IT branch)

- **Strategic planning:**
 - Leading the development and delivery of the annual strategic communications plan and budget in line with the organization's strategic vision.
- **Management of content and social media strategy**
 - Developing and implementing content marketing strategies, managing the creation and distribution of blog articles, press releases, newsletters, and whitepapers.
- **Brand Promotion:**
 - Driving brand awareness through integrated campaigns, sales meetings, and co-marketing activities with partners. Led webinars and virtual workshops to enhance customer engagement.

- **Event management activities:**
 - Planning and executing the company's presence at major industry events across Europe, producing promotional materials and analyzing event performance to ensure optimal ROI.
- **Data Analysis & Reporting**
 - Utilizing analytics tools to track campaign performance, providing actionable insights to refine strategies and improve overall effectiveness.

Communications Coordinator - 01/2013 to 12/2015
Sana Space Hotel (Tourism branch)

- **Content management activities:**
 - Created and managed content for the corporate website, including articles, press releases, and promotional materials such as presentations, brochures, and banners.
- **Initiating marketing activities:**
 - Executed targeted email and telemarketing campaigns while analyzing performance metrics to optimize future strategies and support sales goals.
- **Sales support:**
 - Organized and lead sales meetings, manage customer relationships, and plan events to boost client engagement and brand visibility.

Marketing Specialist - 09/2011 to 05/2012
Accent Select (FMCG branch)

- **Content management**
 - Development and implementation of the website strategy and content management plans for enhancement of brand visibility and engagement across key digital platforms.
- **Digital marketing activities:**
 - Spearheaded digital marketing campaigns across social media channels, successfully increasing follower engagement and generating measurable revenue for the company.
- **Analyze and reporting:**
 - Regularly analyzed and reported on performance metrics using Google Analytics, providing actionable insights to optimize marketing strategies and track campaign effectiveness.
- **Event management:**
 - Led event management initiatives at food festivals, promoting new food products and fostering brand awareness through well-executed promotional activities.

Education

Digital Marketing Specialization
 University of Illinois, USA

Ph.D in Media and Public Communications
 University of National and World Economy, Sofia, Bulgaria

Master degree in Virtual Culture (Graphic Design)
 Sofia University, Bulgaria

Bachelor degree in Public Relations
 Sofia University, Bulgaria

Languages

English: C1

German: C1

Spanish: A2

Certifications

PRINCE2® Foundation Certified in Project Management

ITIL® V4 Certified

IBM Sales Foundation Certificate

Coursera: Digital Marketing Specialization

Software

Microsoft PowerPoint

Google Ads

Office 365

Word Press

Microsoft Teams

HubSpot CMS

Excel

Visio

Google Analytics

Canva