

Nikolay Sotirov

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WORK

PROJECT MANAGER

DATES: March 2017 - Till Now

COMPANY: [Publicis Groupe](#), Sofia

RESPONSIBILITIES: Head of technical projects • Working with a team of digital creatives ([Digitas](#)) • Leader of strategic accounts: negotiations, cost estimates, scopes, contracts, sales, etc. • Internal and 3rd Party Coordination •

PROJECT MANAGER

DATES: October 2014 - January 2016

COMPANY: [dslT](#), Sofia

RESPONSIBILITIES: Managing Web Projects • Market Research • UI&UX Design • Social Media Marketing • Product Branding and Identity •

ACCOUNT / PM

DATES: April 2012 - September 2014

COMPANY: [Wings Creative Studio](#), Sofia

RESPONSIBILITIES: Managing studio projects • Internal and 3rd Party Coordination • Sales • Market research • Meetings and presentations • Clients support •

MARKETING / SALES

DATES: June 2010 - November 2011

COMPANY: [Dan Electronic](#), Rousse

RESPONSIBILITIES: Research • Consulting • Presentations and Live demonstrations • Sales • Product Integration • Maintaining company portfolio, catalogs, website, etc.

PROJECT MANAGER B2C => MANAGER PRODUCTS & SERVICES

DATES: March 2006 / August 2009

COMPANY: [Teracomm](#), Sofia

RESPONSIBILITIES: Creation and management of mobile products and services • Leading projects and monitoring the phases of production and coordination between the departments • Communication with partners and customers • Development of new SMS / VOICE services and games • Integration and maintenance of premium mobile services • Development and management of advertising channels • Distribution of interactive mobile products • Processing and distribution of mobile content •

EDUCATION

Master of Business and Administrative Communications

UNIBIT, Sofia, Bulgaria
2006 – 2007

Bachelor of Information Technology

SVUBIT, Sofia, Bulgaria
2002 – 2006

English and Russian Language

European Language School "St. Constantine-Cyril the Philosopher", Rousse, Bulgaria
1994 – 1999

KEY ACHIEVEMENTS

- [National Finansiada](#) took the first place in the CSR category in the 2019 [PR Award](#) of the Bulgarian PR Society (BDVO) and in "Educational Project" category in the annual b2bmedia awards. It also took the 3rd place for CSR Campaign in [Bright Awards](#) for the second edition (2021)•
- "[The Good Christmas Advisor](#)" - DATA based service developed for DSK Bank and was created to make it easier to choose the best Xmas gifts and communicate the loyalty program Merci, back in 2019. (The year after Google launched a [similar tool](#)...) •
- The proper management and the investment in strategic innovation partners helped for increasing the budget of [DSK Bank's Digital Signage](#) project with over 50% in 2 years •
- [Teentone](#) - the specific ringtone sound that only youngsters could hear became one of the most successful mobile products under the brand "[OKSMS](#)" •

SKILLS

- Well trained ability to coordinate projects and manage people and resources.
- Good knowledge of business communications and advertising (photo, video, digital strategy, social media, etc).
- Experience in marketing, sales.
- Excellent handling of Web-based systems, CMS and applications.
- Experience in business communications. Good presenter.
- Experience with SMS & Voice products and services.
- Excellent in organizing photo and video projects.
- Experience in Digital Signage systems and experiential activations.
- UX and UI design knowledge.
- Good knowledge in social media and interactive online platforms.
- Good knowledge of Contact Center and CRM software.
- Highly developed interests in music and entertainment.
- English.
- Russian.
- Driving license class "C".

ABOUT

Positive, highly creative and organized person • Ensuring the implementation of tasks and projects • Has the potential to solve business and technical cases • Working with a wide range of contacts • Ability to work under pressure and keep deadlines • Leader, easy to communicate with and work well in a team • In love with music and two beautiful daughters

