

Nikolay Sotirov

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WORK

PROJECT MANAGER

DATES: March 2017 - Till Now

COMPANY: [Publicis Groupe](#), Sofia

RESPONSIBILITIES: Head of technical projects • Acting as an account manager, 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)

ACHIEVEMENTS

- [National Finansiada](#) took the 1st place in the CSR category in the 2019 [PR Awards](#) 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](#) and 2nd place in "Special Event" category (BDVO 2021) for its second edition •
- [The Good Christmas Advisor](#) – data-based service developed for DSK Bank and created to make it easier to choose the best Xmas gifts and also to advertise "Merci" - the bank loyalty program, back in 2019. Google launched their very [similar tool](#) an year after •
- 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 (2017 – 2018)•
- In 2008 I worked under "[Teentone](#)" - the specific ringtone sound that only youngsters could hear that became one of the most successful mobile products under the brand "[OKSMS](#)". I was also the main initiator for the DRM protection implementation of the musical content distributed by OKSMS, and soon after that integrated by Globul's content portal •

SKILLS

- Well trained ability to coordinate projects and manage people and resources.
- Good knowledge of business communications and advertising
- 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.
- 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

