

Nikolay Sotirov

Sofia, Zapaden Park, bl.43

DOB: 09 January 1981

WEB: about.me/sotiroff

EMAIL: nikysotiroff@gmail.com

MOBILE: +359.884.371753

WORK

PROJECT MANAGER → SENIOR PROJECT MANAGER

DATES: March 2017 - Till Now
COMPANY: [Publicis Groupe / Digitas](#), Sofia
DUTIES: Acting as an account manager, working with a team of digital creatives leading different marketing activities and campaigns • Leader of strategic accounts (negotiations, cost estimates, scopes, contracts, timelines, sales, etc.) • Internal and 3rd Party coordination • Dealing with technical projects • Head of Interactive and Web projects • Team motivator •

PROJECT MANAGER

DATES: October 2014 - January 2016
COMPANY: [dsIT](#), Sofia
DUTIES: 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
DUTIES: 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
DUTIES: 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
DUTIES: 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 / PORTFOLIO

- [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 2020](#)) 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 – 2019) •
- In 2008 I worked under the “[Teentone](#)” project - a 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 protection was integrated by Globul’s content portal •

SKILLS

- Well trained ability to coordinate projects and manage people and resources.
- Good knowledge of business communications and processes.
- Experience in advertising, marketing and sales.
- Excellent handling of Web-based systems, CMS, Platforms and Apps (Office, WordPress, Maconomy, etc.).
- Familiar with different project management methodologies and work tools (Scrum, Jira, Trello, Asana, etc.).
- Team Leader. Motivator. Presenter.
- Experience with VAT products and services (SMS, Voice).
- 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” (from ‘98).

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 •

