

# EUROPEAN CURRICULUM VITAE FORMAT



## Personal Details

First name(s) / Surname(s)

**Kristina Vasileva**

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I live in

**Bourgas/Bulgaria**

## Work Experience

Dates

**February 2018 - till now**

Occupation or position held

Marketing And Advertising Specialist

Main activities and responsibilities

- Providing administrative support to the marketing and sales team
- Responsible for the company' website marketing development and working on improving the design and SEO
- Organizing market research to find out more about all competitors' position and how they rank on Google
- Analyzing clients' feedback, comments and reviews on social media accounts and working on improving the rating of the company
- Discussing new marketing strategies and advertising plan to increase more sales and will improve the company's success in the future
- Daily and weekly updating social media accounts such as Facebook, Instagram, Twitter and Pinterest and posting new marketing content to engage more followers
- Preparing a unique and relevant product description for each item that the company offers and uploading it to the website
- Using link building and guest posting regularly to improve the unpaid advertising of the company
- Analyzing the keywords of the website and looking for the best way to improve their performance
- Writing and translation on articles that involves popular topics
- Using Photoshop and Canva to upload product and service images to the website
- Posting content to the website such as blogging and articles that are related to the products and services offered to the clients
- Creating banners and newsletters for future sales marketing campaigns
- Preparing a variety of reports to the management about the daily and weekly tasks that been completed

Name of employer

Bulgaria Plus

Location

Bourgas, Bulgaria

Type of business or sector

Marketing/Advertising/PR

Dates

**February 2014 - January 2017**

Occupation or position held

Brand Manager

Main activities and responsibilities

- Managing and motivating the team to achieve good results for the brand, to increase and maximize the sales
- Working on improving the brand policy and reputation of the company regularly
- Responsible for the stock clothing management
- Keeping a relationship with the regular clients of the brand and looking for new potential clients as well
- Reaching weekly and monthly sales targets and increasing profits
- Ability to take responsibilities and taking risks when needed
- Dealing with customer service issues such as queries and complaints
- Delivering excellent and professional customer service level

Name of employer

Harrods

Location

London, UK

Type of business or sector

Business, consultancy services

**Dates** **October 2011 - October 2014**

**Occupation or position held** Luxury Sales Consultant

**Main activities and responsibilities**

- Responsible for the handbags department
- Providing exceptional customer service
- Using a positive approach and sales skills to find, understand and help customer's needs
- Approaching the clients by telling them more information about the brand and the products
- Asking key questions about the customer's needs to help professional
- Offering alternative products
- Doing an extra mile step to close the sale if needed
- Working with CRM and KPI / Clienteling
- Reaching individual and group targets

**Name of employer** Carolina Herrera

**Location** London, UK

**Type of business or sector** Business, consultancy services

## Education and training

**Dates** **September 2009 - March 2011**

**Title of qualification awarded** Marketing

**Name and type of organisation providing education and training** Bourgas Free University

**Location** Bourgas, Bulgaria

**Level** Bachelor's degree

**Additional Courses** Canva, Social media content marketing and Instagram growth courses completed

## Personal skills and competences

**Mother tongue** **Bulgarian**

**Languages**

	<b>Comprehension</b>	<b>Speaking</b>	<b>Writing</b>
<b>English</b>	Fluent	Fluent	Fluent
<b>Russian</b>	Intermediate	Intermediate	Intermediate