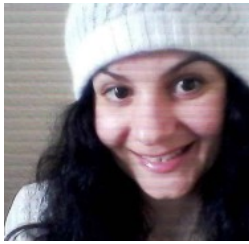


## PERSONAL INFORMATION

## Svetla, Zapryanova



-  Suha reka, Sofia, Bulgaria
-  +359 886 476 658
-  [svetla.zaprianova@gmail.com](mailto:svetla.zaprianova@gmail.com)
-  <http://svetle.free.bg/>

Sex Female | Nationality Bulgarian

JOB APPLIED FOR  
POSITION  
PREFERRED JOB  
STUDIES APPLIED FOR  
PERSONAL STATEMENT

I'm looking for a job as Marketing Assistant/Executive or Administrative Assistant.

## WORK EXPERIENCE

Apr 2018-Dec 2018

**Sales & Growth Hacking**

CoinStaker, <http://coinstaker.com>

- Managing SM accounts – Twitter, LinkedIn, Steemit, G+, LinkedIn
- Selling
- Administrative – answering letters
- Initiated Giveaways, Guest Posts

Business or sector Media

Jul 2017 – Jan 2018

**SM Assistant**

Peoples-uni, <http://peoples-uni.org>

- Managing SM accounts – Twitter, LinkedIn, Facebook

Business or sector Charity, volunteering

July 2010 -Nov 2011

**Receptionist/Front-Desk Administration, Drama teacher**

The International Society, Manchester

- Leading trips; Promoting and preparing memberships, membership cards; Participating in Cultural Awareness Workshops; Volunteering as Drama Teacher and in other activities.

Business or sector Charity

March 2007- Dec 2007

**Advertising Manager**

Frog News Ltd. ([www.frognews.bg](http://www.frognews.bg))

- Preparing marketing strategy and price-list, selling PPC adverts on the website. Negotiating with costumers. Preparing keywords for Google AdWords and including the website in Google AdSense, link-building

Business or sector Media

Jan 2007 – March 2007

**Sales Executive**

PC Magazine(Saga Technology Ltd.), Sofia, Bulgaria

- Negotiating and selling adverts in the magazine

Business or sector Media

Aug 2005 – Aug 2006

### Sales and Marketing Executive

Metromedia Ltd, Sofia, Bulgaria

- Responsible for over 100 clients; Negotiating and selling media space in the Sofia Underground; Initiating and Organising Promoting Events

Business or sector Ad Media

Dec 2004-Feb 2005

### PR Officer

IP Entertainment Ltd., Sofia, Bulgaria

- Writing press-releases. Communicating with the media regarding the new items.

Business or sector Entertainment

Jun 2003-Aug 2004

### PR Officer

Neochim PLC, Dimitrovgrad, Bulgaria

- Writing press-releases. Communicating with the media regarding the news from the company. Organising different events. Making radio-program for the factory workers.

Business or sector Chemistry

Jan 2003 – June 2003

### TV Presenter

Studio 865, Sofia, Bulgaria

- Interviewing guests, making reports

Business or sector Media, Christianity

Jan 2003 – June 2003

### Marketing and Advertising Coordinator, Sales representative

Darik radio PLC, Sofia, Bulgaria

- Maintaining liaisons between clients and advertisers. Negotiating with clients. Organising events, creating advertisings an participating in them Creating short broadcasting for study the Bible.

Business or sector Media

Jan 2003 – June 200

### Actress

Plovdiv's Drama Theatre , Plovdiv, Bulgaria

- Participated in 7 performances and one short TV film.

Business or sector Entertainment

## EDUCATION AND TRAINING

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1994-1998

### Bachelor of Acting

BA

NATFA, Sofia, Bulgaria

- Acting, Stage fight, Stage Speech, Music – singing and history, History of Theatre, history of Literature, Aesthetics etc.

1993-still

### Finished all subjects but without Dissertation, hence no Certificate

NATFA, Sofia, Bulgaria

- Politics, Ethics, Public Speech, Acting, History of Art etc., PR, Psychology – media and personal etc.

1988-1992

### Programmer(Pascal)

Mathematical School

- Mathematics, Programming, Operating Systems etc.

Mother tongue(s) Bulgarian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	B2	B2	B2
Russian	B1	B1	B1	B1	B1

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user  
[Common European Framework of Reference for Languages](#)

Communication skills ▪ good communication skills gained through my experience as sales representative and as student in NATFA

Organisational / managerial skills ▪ leadership build as PR Officer and Managerial roles

Job-related skills ▪ good command of timing.

Digital skills	SELF-ASSESSMENT				
	Information processing	Communication	Content creation	Safety	Problem solving
	Proficient	Proficient	Proficient	Independent	Independent

Levels: Basic user - Independent user - Proficient user  
[Digital competences - Self-assessment grid](#)

Replace with name of ICT-certificates

- good command of office suite (word processor, spread sheet, presentation software)
- good command of photo editing software gained as an amateur photographer
- good command of HTML, CSS, JAVASCRIPT – [MS CERT ID: 9674504](#)
- good command of AdWords – [CERTIFICATION in Search, Display, Mobile, Shopping, Google Analytics](#)
- WordPress – basic implementation and good command of the CMS

Other skills Hairdressing, riding

Driving licence B

ADDITIONAL INFORMATION

Courses	SEO eMarketing Certification
Certifications	AdWords Search&Mobile Certificates April 2017- April 2018 DIGITAL MARKETING MANAGEMENT Certificate – Oxfröd Learning Lab, cod. 32797 – JAN2017 SEO Certificate – Oxford Learning Lab, cod: 32797 - JAN2017 Programming in HTML5 with JavaScript and CSS3 - Microsoft Certification ID: 9674504 ABC Entry Level Certificate in Practical French(Entry 3)Manchester College, UK2009 Oct- 2010 June)

## ANNEXES

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On demand:

- copies of degrees and qualifications;
- testimonial of employment or work placement;