

Martin Grozev

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Date of birth: 09 December 1993

Profile

Multi-lingual young professional with proven analytical, managerial & leadership skills at academic, corporate & entrepreneurial level. Having strong interpersonal skills as well as strong team approach, problem-solving and analytical skills, ability to challenge and present alternative solutions. Professional experience in construction business, tourism, consumer services, finance, media & technology industries.

Professional Experience

Product, Sales & Marketing Manager at Gimexport, Sofia

February 2019 – July 2019

As Product & Sales Manager my main task was to penetrate the Bulgarian market with Concrete Canvas, an innovative British reinforced hydro isolation. My responsibilities included:

- Preparing competitive market analyses, short- and long-term sales forecasts, product marketing & sales strategies
- Acquiring and maintaining direct communications with clients and partners, CMS department personnel, engineers, warehouse manager; reporting to the board of directors,
- Providing and implementing valuable ideas to enhance sales, marketing strategy, design and others.

As the Marketing Manager and website developer I developed and implemented the off-and-on line campaigns for not just Concrete Canvas but for all products which Gimexport was selling by using:

- Billboard Advertisement
- Content strategies
- Creation and maintenance of two company websites incl. SEO
- Advertisement campaigns in Google and social media (e.g. Facebook, Instagram, LinkedIn)
- Ensured to bid, purchase, negotiate and manage the external service provider of art, design and photography etc.

Co-founder, Marketing & Sales Manager at Culture Tours, Berlin & Sofia

January 2018 – July 2019

Co-founder of a travel agency offering individualized and diversified tours in Mexico and in Bulgaria. My responsibilities included:

- Organizing and leading the travel tours
- Creating the tours website <https://grozev-culturetours.com>
- Online &-off-line marketing incl. SEO
- Certified Content Optimization Manager
- Establishing successful partnerships: ExcedoTravel, Bulgaria; AyusoTravel, Mexico; Loic

Lagarde, France

- Designing using Gimp

Technical Support Specialist at Logitech, Sofia

September 2017 – January 2018

As one of five Technical Support Specialist for partners and clients my responsibilities included:

- Solving inquiries by using creative thinking, multi-lingual communication channels, incl. knowledge of Salesforce, Setpoint, LGS & other programs
- Maintaining and monitoring computer networks and systems
- Analyzing the call logs in order to discover any underlying issues or trends
- Testing and evaluating new technologies

Junior Sales & Marketing Manager at TV. Berlin, Berlin

August 2016 – February 2017

As junior Marketing Manager my tasks were:

- Conducting market research
- Searching for potential clients
- Planning and executing of marketing campaigns and sales promotions
- Analyzing campaigns data and website optimization
- Social media strategy development

Internship in London Stone Securities, London

April 2016- August 2016

Paid internship in Stockbroker firm. My tasks were:

- Competitors market research analysis
- Supporting traders with tasks
- Implementation of marketing strategies
- Creation of an online trading course and an e-book

Languages

- English C1
- German C1
- Bulgarian Native
- Russian B1
- Spanish B1

Education

Global Business Management BSc, University of Coventry London Campus, London

August 2013 – July 2016

First-Class Honours Academic Modules included Business Analytics (Statistics), Business Economics, Business Administration, Marketing Strategies, Supply Chain Management, Principles of Organizational Behavior and HR.

Bachelor Thesis: “Are mobile applications a desired compliment in the delivery of an online course?”