

*Name: Inna Petrova
Address: Varna, Bulgaria*



CAREER OVERVIEW

Highly motivated professional with Marketing, Corporate communications, and Business Development experience.

Successful record of accomplishments and solid education, combined with drive for knowledge and performance

KEY STRENGTHS

- Strategic Planning & Market Analytics
- Business development experience at a Startup company
- Skilled in preparation and execution of events and communication plans
- Experienced in development, organization, and implementation of ATL and BTL activities
- Excellent team player and strong communication skills
- Belief in long-term Relationship building with partners and vendors

CAREER HISTORY

University of Economics – Varna, Bulgaria
Department of Marketing
<https://www.ue-varna.bg/en/>

Assistant Professor

Sept. 2024 - Currently

Holding seminars for students in the following subjects:

Marketing
Product Management
Services Marketing
Guide to Consumer and Audience Behavior
Entrepreneurial Marketing
Academic Research Writing
Diploma Thesis Writing

Erasmus+ visiting university teacher

Organizer of events that connect businesses with the academic community of the university

The Walt Disney Company
Focus: Mass Media and Entertainment
www.thewaltdisneycompany.com

**Promo Production and Planning Manager Balkans
Sofia, Bulgaria**

May 2022 – January 2024

Motorola Insiders Platform
Learning experience platform and online community for sales representatives who sell Motorola products
Focus: Telecommunications
www.motorola.com
App: Motorola Insiders

Business Development Manager SEE region

*February 2021 – May 2022
Sofia, Bulgaria*

eCommerce Academy
www.ecommercebgbg.com
Moderator of conferences

*September 2020 - current
Sofia, Bulgaria*

URBO

Marketplace&B2B Platform for real time direct sales of services and events

Focus: Smart tourism&mobility and online ticketing

www.urboapp.com

App: URBO

Business Development Manager

September 2018 – December 2020

Sofia, Bulgaria

Part of the URBO team from the very creation of the platform, focusing on the development of the company's business model, its sales network and building of strategic partnerships with corporate companies

- Strategized the model to build market share and actively participated in the sales process
- Directly in charge of all DevOps processes (B2B platform, apps and project management)
- Created and executed sales process, contracting and training system for business clients
- Led strategic partnerships (Mastercard, Shell, A1, hotel network, corporate companies that organized live-stream events)
- Identified ways to build brand awareness through engaging campaigns
- Established distribution network processes and bonus system for resellers

KARELIA Company

January 2015 - July 2018

Marketing Executive Bulgaria

Sofia, Bulgaria

- Directly in charge of all company's Marketing activities, including budgeting, forecasting and reporting
- Developed comprehensive Marketing campaigns focused on better positioning and strong branding
- Comprehensive reporting and Market analysis preparation for KARELIA's International and Senior Company Management
- Increased brands' performance in all segments, dominating the domestic market and exceeding regional expectations.
- Organized multiple event campaigns
- Organized nationwide game-based interactive promotional campaigns
- Planned and executed incentive programs for KA partners
- Managed teams of promoters nationwide during regularly planned targeted marketing campaigns

CORPORATE COMMERCIAL BANK AD

Aug 2012 - Jan 2015

Corporate Communications Expert

Sofia, Bulgaria

- Preparation and execution of communication plans using multiple channels
- Organization of huge corporate events
- Planning and organization of advertising campaigns
- Managed the webpage development team

- Communication with media, collaboration, and supervision of advertising agencies
- Preparation of press releases and advertorials for newspapers and magazines
- Active participation in projects regarding company's social responsibility and involvement

MAX TELECOM
Marketing Assistant

Oct 2011-Aug 2012
Sofia, Bulgaria

- Market research and analysis
- Preparation and execution of TV and all company's advertising campaigns
- Active participation in new product launches seeking innovative approach
- Managed and coordinated projects with external partners

ASSOCIATION OF ADVERTISING AGENCIES-BULGARIA
Event Coordinator

Jun 2010-Oct 2011
Sofia, Bulgaria

- Seminars and events planning, organization and implementation
- Coordinated EU funded projects and their implementation

KAMBOUROV & PARTNERS, ATTORNEYS AT LAW
Internship

Apr 2009-Dec 2009
Sofia, Bulgaria

EDUCATION

Master's degree **University for National and World Economy**
Marketing
Marketing, Advertising and Communication Program Certificate of Postgraduate Studies

Bachelor's degree **Sofia University "St. Kliment Ohridski"**
International relations

Digital Marketing Masterclass

IAB Bulgaria

Consultant in European PM
Project Management Certificate

American University in Bulgaria

Internship program

Ministry of Foreign Affairs of the Republic of Bulgaria

Languages: *Fluent in Bulgarian/ English*
Basic level of Italian and Russian languages