



MSC DIGITAL MARKETING STUDENT

# ANNA MARIYA STOYANOVA

+30-698-223-7294 annamariyastoyanovadm@gmail.com

anna-mariya-stoyanova

## ABOUT ME

Results-driven Digital Marketing MSc student with a strong background in social media management, marketing, sales, and customer service. Passionate about content creation and bringing fun, innovative ideas to life. Eager to apply knowledge and skills to drive impactful digital campaigns for forward-thinking companies.

## SKILLS

- Adaptability
- Eagerness to Learn
- Problem Solving
- Team Player
- SEO
- Communication
- SEM
- Social media marketing
- Content creation
- Email marketing
- Analytical skills
- Project management
- Market research
- Data analysis
- Strategic planning
- ChatGPT
- Canva

## LANGUAGES

English ★★★★★  
 Greek ★★★★★  
 Bulgarian ★★

## PROJECTS

- Petfam - ACEin, 2023
- L'oréapp -L'Oréal Brandstorm, 2021
- Student Dining Hall Research - AUTH, 2020

## CERTIFICATIONS

✓ Google Analytics

## ACHIEVEMENTS

✓ 18th Cycle Regeneration Finalist

## EDUCATION

**(Msc) DIGITAL MARKETING**  
Neapolis University Paphos 2022 - 2024

**(BSs) ECONOMIC SCIENCES**  
Aristotle University of Thessaloniki 2016 -2021

## EXPERIENCE

**DIGITAL MARKETER**  
DIGITAL PROMOTION JULY 2023 - DEC 2023  
THESSALONIKI

- Managed social media campaigns across multiple platforms to drive brand engagement and conversions.
- Created and optimized Google Ads & Meta campaigns.
- Planned, created, and executed social media plans and email marketing newsletters.
- Authored and published engaging blog posts for Digital Promotion, enhancing the company's digital presence and driving traffic to the website

**SOCIAL MEDIA CONSULTANT & WEBSITE MANAGER**  
CBD OIL SHOP IOANNIDIS/ JAN 2022 - MARCH 2024  
BIONATURAL-CARE.COM THESSALONIKI

- Created and posted content for social media, driving engagement and increasing brand awareness.
- Collaborated with an SEO company to implement SEO strategies, improving search engine rankings and organic traffic.
- Trained employees on creating social media calendars and content using Canva, enhancing their ability to independently manage and execute social media tasks.
- Created and executed social media giveaway campaigns to promote events and products.
- Developed and designed a Webnode website, including creating graphics for banners to enhance visual appeal.
- Regularly updated the website with new products, ensuring the site was current and comprehensive for customers.
- Designed and implemented website updates to improve user experience and drive traffic.

**SALES ASSOCIATE**  
CBD OIL SHOP IOANNIDIS AUG 2021 - JULY 2022  
THESSALONIKI

- Excelled in customer service, cultivating lasting relationships and exceeding sales targets.
- Collaborated with team members to create impactful store displays and promotions.
- Honed communication skills through effectively resolving customer issues and inquiries.