

Curriculum Vitae with Achievements and Benefits for the companies



Personal information

First name(s) /
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Nationality

Bulgarian

Date of birth

15/02/1973

Gender

Female

Desired employment / Occupational field

Work experience

Dates

February 2009 – July 2014

Occupation or position held

Consumer Relations Specialist

Main activities and
responsibilities

Handling and analysing consumers' contacts; making presentations and reports for the local business and region; Social media monitoring and engagement process establishment and monitoring of the Digital agencies; Member of a Special Situations Team together with Corporate&Media Affairs Manager and Legal Advisor; Monitoring of promotional Call-centres.

Achievements & Benefits to
the Company

Assisting the communication of Marketing department with Creative and Media agencies during first 2 years. Establishing the CR Function in Bulgaria as per Kraft Foods (now Mondelez) International Guidelines. The highest rate of "Complaints turned to Praises" achieved in the region (CEE&MEA). Successfully solved all the sensitive cases/complaints. Mondelez doesn't have any penalties or fines from regulatory bodies.

Name and address of
employer

Mondelez Bulgaria Holding EOOD (previous Kraft Foods), Sofia 1766, 1 Business Park Str., build. 3, fl. 4

Type of business or sector

Fast Moving Consumer Goods (FMCG)

Dates

2008-2009

Occupation or position held	Consultant; Team Manager
Main activities and responsibilities	Projects based consultation and research mainly for SMEs for application to EU funds; marketing and sociological research; environmental consultation
Name and address of employer	Green Line Consulting Group LTD.
Achievements & Benefits to the Company	Establishing the office of this newly registered company; 3 boutique marketing researches completed;
Type of business or sector	Consultation
Dates	2003-2008
Occupation or position held	Manager Logistics
Main activities and responsibilities	Container shipping from Far East and on-land transportation (train, trucks); freight and trade negotiations; coordination with warehouse and trade staff; weekly reporting and planning
Achievements & Benefits to the Company	Container shipping increased from 700 to 2000 containers/year. Established procedure for weekly shipping from Thessaloniki port; Negotiations and contracts with 3 shipping lines completed and prices updated quarterly. Compensations claimed and received.
Name and address of employer	K&K Electronics LTD, Sofia, Bulgaria
Type of business or sector	Trade; Transport and Logistics
Dates	2001 – 2003
Occupation or position held	Environmental and promotional expert;
Main activities and responsibilities	Leading an informational campaign “Practical implementation of environmental assessment of plans and programs in Bulgaria” – so called Strategic Environmental Assessment; Writing and coordinating environmental projects – promotion of Zero Waste approach; working with local grassroots organisations, volunteers and initiative groups Establishment of CVS-Bulgaria (local branch of Service Civil International SCI - http://www.sciint.org/)
Name and address of employer	ELM Tree Environmental Association; Eco-Club 2000
Type of business or sector	NGO
Dates	1998 – 2001
Occupation or position held	Networking Coordinator; Member of Management Board
Main activities and responsibilities	Editor of a monthly newsletter ECO-Polis of BAMEE; writing and coordinating environmental projects; organising the Annual Environmental NGOs Conferences (200-300 participants); expert participation at Parliamentarian Environmental Commission; workshops and manuals on Strategic Environmental Assessment; pilot waste management projects in 2 municipalities in Bulgaria, funded by British Know-How Fund
Name and address of employer	TIME (This Is My Environment) Foundation
Type of business or sector	NGO
Education and training	
Dates	November 2011 – June 2012

Title of qualification awarded	Certificate "Media Communication and PR"											
Principal subjects/occupational skills covered	How to communicate with different media; How to use media for campaign and promotional purposes; International communication											
Name and type of organisation providing education and training	New Bulgarian University, Centre for Social Practices											
Dates	September 1998 January 1999											
Title of qualification awarded												
Principal subjects/occupational skills covered	Macro- and Micro-economics; Intellectual Property											
Name and type of organisation providing education and training	University of National and World Economics, Department "Masters Degrees - Economics" Second MSc education											
Dates	November 1997 – January 1998											
Title of qualification awarded	License for an "Appraisal of intellectual and industrial property" #6556/20.01.1998 issued by Privatization and Post-Privatization Control Agency											
Principal subjects/occupational skills covered	Intellectual property; world economy											
Name and type of organisation providing education and training	University of National and World Economics											
Dates	1992 – 1997											
Title of qualification awarded	Master of science in Biology and Chemistry; Teacher of Biology and Chemistry											
Principal subjects/occupational skills covered	Diploma research at Institute of Zoology, Bulgarian Academy of Sciences											
Name and type of organisation providing education and training	Sofia University "St. Kliment Ohridski", Department of Biology; Experimental Zoology, Institute of Zoology, Bulgarian Academy of Sciences											
Level in national or international classification	MSc											
Personal skills and competences												
Mother tongue(s)	Bulgarian											
Other language(s)												
Self-assessment <i>European level</i> (*)												
English	C 1		Proficient user		C 1		Proficient user		C 1		Proficient user	
Russian	C 1		Proficient user		C 1		Proficient user		C 1		Proficient user	

French

A1	Basic user	-		A1	Basic user	A1	Basic user	-	
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(*) [Common European Framework of Reference for Languages](#)

Social and technical skills and competences	4-10 August 2012 – elected Olympics Volunteer; “Be a Hero” Volunteer Program of Cadbury brand; London Olympics 2012 Value in Action Award received in 2010
Organisational skills and competences	Excellent communication and organisational skills; ability to work independently and under pressure; proactivity and punctuality; persistence; strategic vision; creativity; good planning, reporting and budgeting; ability to use past experience and knowledge; interdisciplinary approach; positive attitude; efficiency.
Computer skills and competences	Excellent command of MS Office; Internet; Adobe Professional; Specific business web based programs and systems
Other skills and competences	Mentorship; Practicing sport yachts sailing (IRC Rating regattas) as a crew member; outdoor activities;
Driving licence	Categories A and B; Skipper of Seagoing Vessel up to 20 GT
Additional information References	<ol style="list-style-type: none"> 1. Professor Evgenii Dainov, Professor of Politics at the New Bulgarian University, Sofia, director of Centre for Social Practices; mobile phone +359885740951; e-mails: edainov@csp-sofia.org, eugen@abv.bg, (please use both) 2. Latchezar Toshev, Member of Bulgarian Parliament since 1991 (Union of Democratic Forces), member of the Parliamentary Assembly of the Council of Europe (PACE) since 1992; mobile phone: +359898658632; e-mails: latchezar.toshev@gmail.com 3. Ivayla Tasseva, former Director of Green Line Consulting Group LTD.; Currently - Senior Marketing Research Manager at Mind-Set, 1800 Vevey, Switzerland; mobile: +41799330540, tivayla@gmail.com