

ALEKSANDAR RUSEV

Digital Marketer

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📍 LOCATION: LONDON, WHITE CITY



SUMMARY

Digital Marketer and Digital Marketing Trainer - I teach and mentor students preparing for a professional diploma in Digital Marketing. Social Media Manager, Content creator, Junior Designer, WordPress proficient, Email Marketer, driven to improve Conversion Rate on the websites I work with.

EDUCATION

Digital Marketing, Professional Diploma

360 GSP

📅 11/2018 - 03/2019 📍 London

Bachelor, Tourism

University of economics

📅 09/2009 - 06/2014 📍 Varna, Bulgaria

CORE SKILLS



Problem-solving

I am goal-oriented and craving to face a tough situation where my creativity and analytical thinking will help me to overcome any obstacles



Leadership

Managing and training staff to strive in their working environment at each of my last 3 working places. My efforts contributed to reducing the employee turnover rate.



Versatility

At the beginning of my new role as Digital Marketing Executive and Trainer, my coworkers left the job. I was alone in the marketing department and I took the responsibilities of a head marketer. I managed to handle everything by myself and to double the leads coming through our website and Facebook.

ACHIEVEMENTS



DIGITAL MARKETING Trainer

Mentor students who are currently earning a Professional Diplomas in Digital Marketing and starting their careers.



ACHIEVER

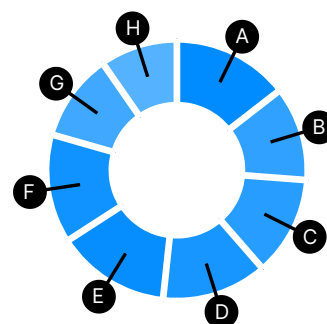
Setting SMART goals for the team, resulting in flourishing success. Tracking the progress and constantly improving.



SUPPORT BUSINESSES

Currently helping kick-starting companies and small business to break the online "noise", reach their prospectors and convert them to customers.

TECHNICAL SKILLS



- A WordPress/Elementor
- B Hootsuite/Facebook Business Manager
- C Google My Business
- D Photoshop/InDesign/Illustrator
- E AdWords/Video and Display
- F MailChimp/Zapier/Excel
- G Google Analytics/Search console
- H SEO/SEMrush/MOZbar

CERTIFICATION

Inspiring and Motivating Individuals

University of Michigan, coursera.org 2016

What is Social?

Northwestern University, coursera.org 2016

Content, Advertising & Social IMC

Northwestern University, coursera.org 2016

Engagement & Nurture Marketing Strategies

Northwestern University, coursera.org 2017

The Business of Social

Northwestern University, coursera.org 2017

Google AdWords Basic Level

Google 2018

The Complete WordPress Website Business Course

Udemy.com

Landing Page Design & Conversion Rate Optimization

Udemy.com

Leadership program "Proud to Lead"

Doyle Collection

MOTIVATION



Digital Marketing Agency and Training Centre

My dream is to have my own Digital Marketing Agency and a Digital Training Centre



Help Community

You can use digital marketing for good causes - I would like to help local communities

FIND ME ONLINE



LinkedIn

Alex Rusev

EXPERIENCE

Digital Marketing Executive

DATEL Productions

11/2019 - 07/2020 London

- Planning & Creating Awareness campaign for the company that led to converting 5 of the major MS Excel Consultants into partners
- Social media planning & strategy that resulted in 500+ Facebook likes and more than 1000+ followers in LinkedIn
- Redesigning the website which increased the Conversion Rate with 11%
- Ongoing communication with the Dev Team which led to prevention of 3 malware/virus situations
- Constant communication with Google and Facebook support which led to increased CVR with 5% and reduced budget spend per campaign

Digital Marketer and Digital Marketing Trainer

360 GSP

02/2019 - 11/2019 London

- Increased the positive feedback with 50% for the company at Trustpilot and Google
- Expand our weekly social activity with 5 posts on Facebook, 3 on Instagram and 2 on LinkedIn resulting in MQL and SQL
- My SEO actions increased the leads through our website with 55% that led to sales
- Video creation for social media that boosted the engagement and appointments
- Improving the pragmatic skills of my students by involving them in projects

Sales manager

YAVOR

04/2012 - 09/2014 Varna, Bulgaria

One of the biggest furniture stores in Bulgaria.

- I've created selling guide which resulted in 10% increase in the company's profit
- I made a step-by-step manual for training new starters - 50% of the new staff were able to sell products within the first week

LANGUAGES

Bulgarian

Native



English

Proficient

