



GABRIELA GOSPODIOVA

Digital Marketing Expert

✉ gabriela.gospodinova3@gmail.com

☎ +359 887 180 499

📍 Sofia, Bulgaria

💻 reallygreatsite.com

EDUCATION

Bachelor of Business
Economics – tuition in
English

**University of National and
World Economy**

2015 - 2019

SKILLS

- Multi-Channel Digital Strategy & Lead Generation
- Social Media Planning, Content Creation & Community Growth
- Campaign Development, Execution & Performance Tracking
- Market, Audience & Competitor Research
- Paid Advertising (Google Ads, Meta, LinkedIn)
- Website Optimization, SEO Audits & On-Page Improvements
- Data-Driven Insights & Conversion Rate Optimization

About Me

Strategic and growth-focused digital marketer with 7 years of experience in SEO, paid media, and social media management. Skilled in developing lead generation campaigns and optimizing brand presence across various platforms using data to drive smart, measurable results. Comfortable blending creative thinking with business insight to deliver performance across channels.

WORK EXPERIENCE

June 2024 – July 2025

SUSE Software Solutions – open-source software company

Global Social Media Expert

- Led SUSE's global B2B social strategy, including executive and CEO visibility and LinkedIn Newsletter.
- Boosted LinkedIn engagement by 35% and impressions across channels by 40% YoY; launched a global product campaign with 2M+ impressions and measurable lead generation.
- Built and scaled employee advocacy and executive thought leadership programs, while integrating Oktopost with Salesforce/Marketo to track social-sourced revenue impact.

September 2019 – May 2024

AXSMarine – Provider of online shipping solutions

Senior Digital Marketing Specialist

- Increased organic traffic by 30% and leads by 20%; ranked 100+ industry keywords on page 1 and reduced bounce rate by 28%.
- Boosted LinkedIn followers by 70% and engagement by 30% in 6 months; grew social-driven web traffic by 44%.
- Improved ad ROI by 40% through optimized LinkedIn and Google Ads; led successful A/B testing and content strategies.

TECHNICAL SKILLS

- Keyword Research & On-Page Optimization (Semrush, Ahrefs, Serpstat)
- Web & Campaign Analytics (Google Analytics, Search Console, Tag Manager)
- Paid Advertising (Google Ads, LinkedIn Ads, Meta Ads Manager)
- Email Campaigns & Automation (Marketo, HubSpot, ClickDimensions)
- CRM Integration & Lead Tracking (Salesforce, MS Dynamics)
- A/B Testing & Conversion Optimization
- Website Management (WordPress, basic HTML/CSS)
- Technical SEO Audits (Screaming Frog, Netpeak Spider, MOZ)



WORK EXPERIENCE

February 2019 – Jul 2019

International Business Group Ltd., Sofia, Bulgaria

Marketing Event Coordinator

- Ran Instagram and Facebook campaigns, increasing sales by 20% and conversion rates by 35%.
- Improved email campaign open rates by 28% with refined messaging and targeting.
- Supported campaign planning, audience research, and analytics for ongoing marketing initiatives.



CERTIFICATIONS

- SEO – Website Architecture and Automations – Issued by Software University Ltd.☑
- SEO – Issued by Software University Ltd.☑
- SEO – On-page optimization – Issued by Software University
- Google Ads Advanced – Issued by Software University Ltd.☑
- Digital Marketing and SEO – Issued by Progress Ltd.☑
- Google Ads Measurement Certification☑
- Google Ads Search Certification☑
- Google Ads Display Certification☑

LANGUAGES

- Bulgarian – Native☑
- English – Full professional proficiency☑
- German – Limited working proficiency☑
- Russian – Limited working proficiency☑