

Gabriela Gospodinova



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PROFESSIONAL SUMMARY

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.

TECHNICAL SKILLS

Google Keyword Planner Google Search Console Google Analytics Google Tag Manager

Google My Business Google Ads HTML and CSS Microsoft CRM WordPress and Webflow management

Semrush HubSpot Ahrefs Serpstat Marketo Screaming Frog MOZ Salesforce Oktopost

EXPERIENCE

GLOBAL SOCIAL MEDIA MANAGER, Sofia

SUSE, June 2024–July 2025

- Increased average engagement rate across LinkedIn, X, and Facebook by 25% within six months through optimized content scheduling, creative design, and messaging.
- Boosted SUSE's LinkedIn followers by 25% in one year by developing tailored content strategies and coordinating global campaigns.
- Improved website traffic from social media channels by 30% within eight months through event promotion, gated report campaigns, and thought leadership content.
- Strengthened campaign performance by introducing structured reporting, which improved click-through rates (CTR) on event and report campaigns by 18%.
- Supported YouTube content optimization, reducing missing-thumbnails rework by 50% and improving video engagement by 22%.
- Developed and executed the SUSECON 2025 social media plan, increasing pre-event engagement by 35% and onsite posts visibility by 40%.
- Enhanced employee advocacy program by creating customizable posts, resulting in 20% more shares and 15% higher organic impressions.

- Streamlined multi-platform posting processes, reducing campaign turnaround time by 30% through better coordination with design, PR, and regional teams.
- Produced weekly and monthly reports summarizing progress against goals set at the start of each campaign.
- Conducted competitive research in order to identify opportunities for growth or improvement in the industry.
- Collaborated with design teams and provided feedback on creative concepts to meet branding guidelines while maintaining a high level of creativity.
- Led training sessions for team members on best practices for managing social media accounts.
- Worked closely with internal stakeholders such as marketing teams, product teams, customer service teams to ensure alignment between campaigns and company objectives.
- Optimized posts for SEO best practices to maximize visibility on search engines.

SENIOR MARKETING SPECIALIST, Sofia

AXSMarine Ltd., September 2019–May 2024

- Improved the reach of official social networking pages by 20% for six months.
- Revised LinkedIn marketing strategy, which grew LinkedIn followers from 3,000 to 5,100 in six months and increased overall engagement with ~30%.
- After nine months of management, traffic to the website from the company's Facebook and LinkedIn pages was up 44%.
- Increased incoming quality B2B leads by 20% in eight months by engaging in LinkedIn, Reddit, and Facebook groups.
- Created A/B testing for LinkedIn ad copy leading to an improvement of ROI of 15%.
- Streamlined digital ad spend that improved the company's ROIs by 40% within five months.
- Boosted efficiency of Google Ads campaigns: increased website click-through rate (CTR) by 20% month-over-month, and reduced cost per click (CPC) by 30%.
- Boosted organic website traffic from SERPs with 30% for the period of six months; Increased the number of acquired leads with 20%.
- Achieved first position on the Google search page for selected industry keywords (100+ set).
- Optimized website pages with relevant keywords and improved formatting and readability, decreasing bounce rate from 62% to 34%.
- Design and implement direct email marketing campaigns.
- Collaborate with the sales team on monitoring lead volume, quality, follow up process, conversion rates, etc. to identify opportunities to increase trial to deal conversion rate.
- Collaborated with internal teams such as design, content creation and sales to develop effective promotional materials that adhered to brand guidelines.
- Managed budgeting process for marketing campaigns while ensuring cost efficiency without compromising quality of results.

MARKETING EVENT COORDINATOR, Sofia

International Business Group Ltd., February 2019–July 2019

- Marketing and PR duties (overseeing and developing marketing campaigns; presenting ideas and strategies; conducting research and analyzing data to identify and define audiences; monitoring performance).
- Launch advertising campaigns on Instagram which led to increase in sales with 20%.
- Enhanced the open rate for customer online campaigns by 28%. Increased Facebook conversion rate by 35% with new copywriting strategy.
- Expertise with best practices, functionality and content creation of major social media channels including Facebook, Instagram, Twitter, YouTube, Instagram, LinkedIn, Pinterest.

- Employ marketing analytics techniques to gather important data and monitor key metrics (social media, web analytics, rankings).
- Ad hoc duties as required by the business (planning and monitoring the project; monitoring overall progress and use of resources; managing project risks, including the development of contingency plans).

SALES REPRESENTATIVE, Sofia

SilentBG Ltd., July 2017–April 2018

- Generated average of \$60 000 in sales while securing 95% goal attainment performance ratio.
- Calmly deal with often challenging issues in busy contact center environment.
- Innovative promotional strategies to grow company's sales by 15%.
- Give customers the correct advice and turned objections into sales opportunities.
- Exceeded established sales goals and increased client retention by 32%.

OFFICE MANAGER INTERNSHIP, Sofia

Derida Dance Company, February 2017–June 2017

- Communicating with the company's partners about the required documentation for applying for funding by the Ministry of Culture.
- Preparing promotional campaigns for launching new projects.
- Assist in the organizing of promotional events and traditional or digital campaigns and attend them to facilitate their success.
- Conducting an intensive online communication with customers and current partners via email and online live chat.
- Managed budgets, appointment scheduling, employee and event itineraries and accounts to improve productivity initiatives.

EDUCATION

BACHELOR OF BUSINESS ECONOMICS IN TUITION IN ENGLISH

University of National and World Economy, May 2019

HIGH SCHOOL DEGREE

Foreign Language School, May 2015

CERTIFICATIONS

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| • SEO - Website Architecture and Automations - Issued by Software University Ltd. | • SEO - Issued by Software University Ltd. |
| • SEO - On-page optimization - Issued by Software University Ltd. | • 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 |

SKILLS

- Multi-channel digital strategy and lead generation
- Social media planning, content creation and community growth
- Campaign development, execution and performance tracking

- Market, audience and competitor research
- Paid advertising (Google Ads, Meta, LinkedIn)
- Website optimization, SEO audits and on-page improvements
- Data-driven insights and conversion rate optimization

LANGUAGES

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| <ul style="list-style-type: none">• Bulgarian
Native | <ul style="list-style-type: none">• English
Fluent |
| <ul style="list-style-type: none">• German
Conversational | <ul style="list-style-type: none">• Russian
Conversational |