

PORTFOLIO



PREPARED BY:
VIKTOR DZHILYANOV

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Digital Marketing and Design Specialist

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SUMMARY

As a passion-driven digital marketing and design specialist, I develop brand and content strategies that resonate deeply with my target audience. My work fuses strategy with intuition, insights with creativity and systems with soul. From high-performing websites to authentic storytelling, I excel at turning ideas into identity.

Currently building something? Let's manifest it!

EXPERIENCE

Digital Marketing & Design Specialist

- APIDNA**
08/2024 - Present Karlsruhe, Germany (part-time/remote)
- Social Media & Community Management:** Administered LinkedIn, Meta, X, Quora, Medium and ProductHunt channels, growing engagement by 30%.
 - Content & Media Creation:** Developed and published compelling and SEO-optimized, targeted content, leveraging new cutting-edge AI technologies.
 - Ads & Analytics:** Hands-on experience with SEA and campaign analysis, optimizing A/B ad copies and driving conversions with compelling CTAs.
 - Marketing Strategy:** Utilized research-driven methodologies, aligning immediate and future objectives across SaaS, B2B and B2C segments.

Digital Marketing & Design Freelancer

- Projects**
07/2023 - Present Karlsruhe, Germany (full-time/hybrid)
- Web & Brand Design:** Designed and deployed high-performance websites and landing pages using CMS/SSG tools like WordPress, Framer & HubSpot, integrating SEO, speed optimization, analytics, email marketing, design and monetization with apps like ChatGPT, Canva, CapCut, WP Rocket & Spectra.
 - Social & Content Strategy:** Planned and published SEO-optimized content across multiple platforms using strategic workflows in Notion and Buffer.
 - Professional Development:** Enhanced expertise with digital marketing certificates, staying updated with relevant industry trends and products.
 - Startup Experience:** Supported early-stage tech companies and small businesses by contributing to their brand, web and content strategies.

Rider Supervisor & Marketing Assistant

- Gorillas**
12/2021 - 06/2023 Karlsruhe, Germany (full-time/on-site)
- Marketing & Design Assistance:** Facilitated marketing campaigns through corporate photography, social media support & local promotions via flyers.
 - Customer Service & Support:** Cultivated flexible problem-solving abilities by resolving issues with a focus on customer satisfaction and experience.
 - Intercultural Team Leadership:** Trained a multilingual team of 15 riders in English and German, promoting a strong team spirit and smooth workflow.
 - Industry Experience:** Gained hands-on proficiency in the delivery, logistics, and supply chain workflows within high-pressure, fast-paced environments.

STACK

WEB & CMS

WordPressFramerHubSpot

MARKETING & ANALYTICS

MetaGoogleMailchimp

CONTENT & WRITING

NotionBufferChatGPT

DESIGN & CREATIVE

CanvaCapCutAdobe

CORE STRENGTHS

AdaptableSocialCreative

LANGUAGES

English C1	
German C1	
Bulgarian Native	

CERTIFICATION/EDUCATION

Digital Marketing

Language Tests

Academic Path

Volunteering



Viktor Dzhylyanov spent \$29.61 on 1 ad in the last 60 days.



Reach

19,608

View details



Post engagements

1,102

View details



Link clicks

1,025

View details



Follows or Likes

--

View details

Recent Ads

Completed

View results

Get more traffic

Streamline your API integrations with autonom...

19,608

Reach

1,025

Link clicks

\$29.61

Spent at
\$5.00 per day

Quora



Search Quora

Try Quora

Filters

Notifications

Mark All As Read · Settings

Apidna

uggested your answers to questions this

allow us to communicate with animals?" and

AI - OpenAI - AI - Your content in Machine Learning - Safe AI -

rossed 100 Views!

our answers had 169 views in the past

ik Hynix's plan to ship samples of 18-layer

next year in the context of advanc...

share your knowledge.



Last week, your posts received

1,097

Post impressions

[View your analytics](#)

Top performing post last week

Viktor Dzhylyanov
Junior Digital Marketing Specialist | SEO...

Simplify API Integrations with APIDNA – No Hassle
Just Results! 🚀 Are API integrations holding you... see
more

APIDNA and apinity Join Forces to Launch the
first API Marketplace, Featuring End-to-End
Automated Integrations Powered by APIDNA's
Vertical Autonomous AI Agents

SHARE THIS ARTICLE

[f](#) [x](#) [in](#) [o](#) [e](#) [v](#)

APIDNA

APIDNA Automates API integrations with Autonomous AI Agents, reducing costs, complexity, and speeding
up product launches.



APIDNA

1,148 followers

[+ Create](#)



View as
member

[Dashboard](#)

[Page posts](#)

[Analytics](#)

[Feed](#)

[Activity](#)

Today's actions

Pages that complete these actions regularly g



Done for now

Check back for more actions la

Manage recent posts

Manage your page's content and amplify your

Get up to 34 more clicks by
boosting this post. ?

[Boost](#)



APIDNA

1,148 followers



Viktor Dzhilyanov

Badge no.



21 Rewards from colleagues

We are 6th in ALL of germany with a score of 8.76 😎

Mega improvement from the previous week!



From Silas Fritz

Silas Fritz sent you a Super colleague bad..



From Smaranda Ciobanu

Thank you! It is nice to work with you too! ..



From Nithin Sathis Das

Nithin Sathis Das sent you a Problem solv..



From Rinald Guga

Rinald Guga sent you a Super colleague b..



From Arjun Alayil Dileep

Fast like superman



From Daniel Walter

Daniel Walter sent you a Super colleague..



From Rinald Guga

Rinald Guga sent you a Problem solver ba..



From Leon Rogoza

Nice working with you 🙌 keep it up



From Smaranda Ciobanu

Smaranda Ciobanu sent you a Super collea..



Quinyx

Edit



From Leon Rogoza

Keep it up 🙌🙌🙌



From Rinald Guga

Rinald Guga sent you a Super colleague b..



From Leon Rogoza

Leon Rogoza sent you a Game changer ba..



From Pascal Allgeier

Pascal Allgeier sent you a Super colleague..



From Maximilian Roland Herzberger

Maximilian Roland Herzberger sent you a..



From Afzaal Ahmed Lasi

Afzaal Ahmed Lasi sent you a Super collea..



From Smaranda Ciobanu

Smaranda Ciobanu sent you a Super collea..



From Juan Pablo Lara Gutierrez de Velazco

Juan Pablo Lara Gutierrez de Velazco sent..



From Andrei Cristea

smarter than a dog



From Parbat Poudel

Thank you bro.



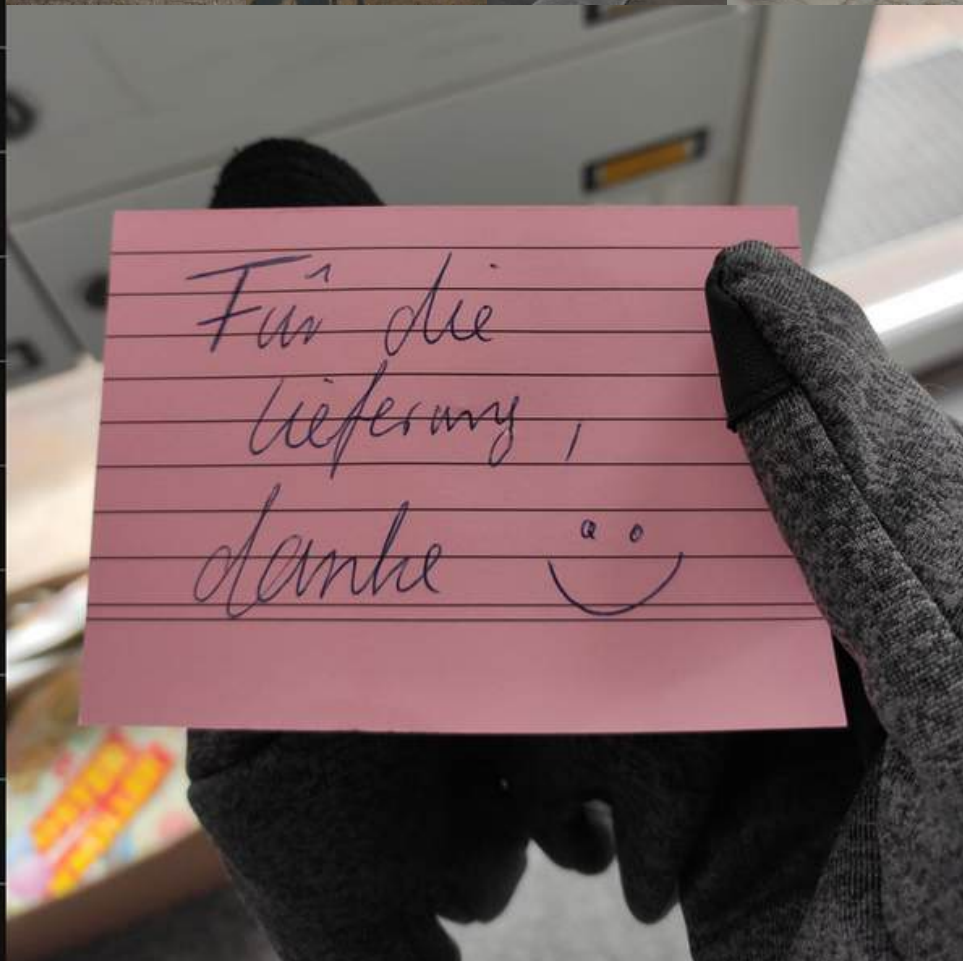
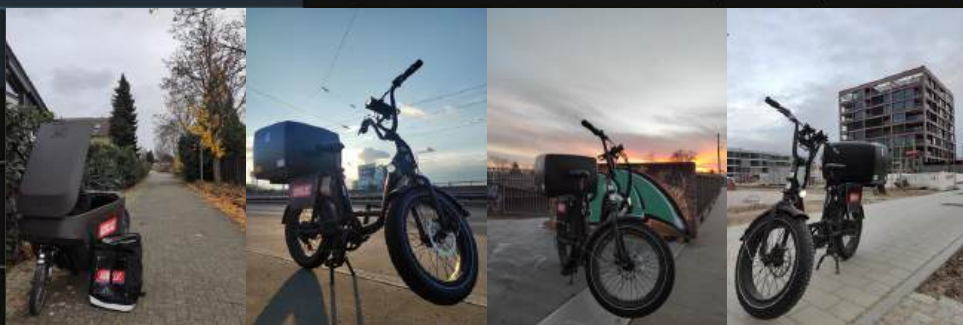
From Rinald Guga

Rinald Guga sent you a Super colleague b..



From Andrei Cristea

Andrei Cristea sent you a Problem solver b..



Für die
Lieferung,
danke 😊

onSET-Zertifikat

Name Name	Viktor Dzhilyanov
Geburtsdatum Date of Birth	11. Dezember 1996 11 December 1996
Prüfungsdatum Date of Examination	29. November 2014 29 November 2014
Testzentrum Test Centre	Universität Plovdiv

Sprache I Language

Englisch | English

Ergebnis I Result

Punktzahl Point Score	128
Prozent Percent	80,63 %
GER-Niveau CEFR Level	C1 C1

onSET ist der Online-Spracheinstufungstest des TestDaF-Instituts. onSET is the Online-Spracheinstufungstest offered by the TestDaF-Institut.

Der onSET gibt Auskunft über die allgemeine Sprachkompetenz in der oben ausgewiesenen Sprache. Das Testergebnis erlaubt eine Einstufung analog zur globalen Skala des Gemeinsamen europäischen Referenzrahmens für Sprachen (GER). The onSET placement test certifies a level of general proficiency in the language specified above. The test result allows a placement in line with the global scale of the Common European Framework of Reference for Languages (CEFR). Das TestDaF-Institut ist eine Einrichtung der Gesellschaft für Akademische Studienvorbereitung und Testentwicklung e. V. The holding company of the TestDaF-Institut is the Society for Academic Study Preparation and Test Development (g.a.s.t. e. V.).

Das onSET-Zertifikat wird automatisch erstellt und daher nicht unterzeichnet.

The onSET certificate is generated automatically and is valid without signature.

Die Verifizierung des Testergebnisses kann die Eingabe des Prüfcodes auf www.onset.de/check erfolgen.

The test result can be verified at www.onset.de/check by using the verification code below.

Prüfcode Verification Code

gQ377042YX999022251

Zeugnis TestDaF

Herr/Frau Viktor Emilov Dzhilyanov

geboren am 11.12.1996

hat den TestDaF

am 10.02.2015

im Testzentrum Universität Plovdiv

mit folgenden Ergebnissen abgelegt:

Leseverstehen	TDN	4
Hörverstehen	TDN	4
Schriftlicher Ausdruck	TDN	4
Mündlicher Ausdruck	TDN	4



Die Übersetzung der vorstehenden / vorliegenden Ab-
rechnung mit der Umschrift / mit der beigefügten
Übersetzung ist gültig.

05 MAY 2022

als Konsultationsstelle gemäß § 10 Abs. 1 Ziff. 2 KStG
Besch.Nr. 4365
Gebühr frei

Bochum, den

24. März 2015

Dr. J. J.

Leiter des Instituts

Teilnehmer-Nr. 220723

Pragestempel des TestDaF-Instituts

Das TestDaF-Institut ist eine Einrichtung der Gesellschaft für Akademische Studienvorbereitung und Testentwicklung e.V.

g.a.s.t.

DAAD

Deutscher Akademischer Austausch Dienst
German Academic Exchange Service



HRK Hochschulrektorenkonferenz

An-Institut an der



FernUniversität in Hagen

und an der RUHR-UNIVERSITÄT BOCHUM