

VIKTOR DZHILYANOV

Digital Marketing Specialist

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SUMMARY

High-performing websites, platform-native storytelling and growth strategies are my domain, merging creativity, strategy and tech fluency to elevate brands, captivate audiences and drive measurable impact. Focused on B2B/B2C, SaaS and AI ventures, I operate with precision, delivering results to the teams I join!

EXPERIENCE

Digital Marketing Specialist

- APIDNA**
- 08/2024 - Present Karlsruhe, Germany (part-time/remote)
- Boosted company visibility and nurtured community through organic content creation and growth strategies, driving measurable KPI growth and ultimately contributing to a strategic, long-term company merger.
 - Executed marketing campaigns while designing and refining visual- and branding assets to maximize reach, engagement and recognition.
 - Implemented analytics and reporting workflows to track ROI, sharpen targeting and deliver actionable insights to management and partners.
 - Collaborated cross-functionally with sales and product teams to align messaging, streamline processes and accelerate lead conversion rates.

Digital Marketing Consultant

- VS**
- 07/2023 - Present Karlsruhe, Germany (part-time/remote)
- Guided startups, SMEs and individuals on their digital presence, tone of voice and brand coherence, with specific use-case and industry approach.
 - Designed and launched high-performance websites via WordPress, Figma and HubSpot while embedding the brand identity into the user experience.
 - Built scalable content systems and SEO-driven frameworks, tailored to target market and audience's behavior, needs, keywords and platforms.
 - Applied Canva, CapCut, Notion, Buffer, Office 365 and AI tools like ChatGPT to create adaptable, client-owned assets and workflows.

Supervisor & Marketing Support

- Gorillas**
- 12/2021 - 06/2023 Karlsruhe, Germany (full-time/on-site)
- Contributed to regional presence through social media assistance, promotional flyer campaigns and event photography.
 - Increased hub KPI performance to rank 6th of 54 in Germany and earned 21 peer-awarded badges, the highest at the time.
 - Guided a multilingual rider team of ≈15 in English and German, fostering clarity and operational efficiency.
 - Handled customer service challenges in real time, balancing company goals with customer needs.

STACK

WEB & CMS

WordPress Figma HubSpot

ANALYTICS

Meta Google LinkedIn

CREATIVE

Canva CapCut Adobe

STRATEGY

Notion Buffer ChatGPT

STRENGTHS

Strategic Social Dedicated

LANGUAGES

English

C1

German

C1

Bulgarian

Native

RESOURCES

Homepage
About
Blog