

VIKTOR DZHILYANOV

Digital Marketing and Design 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 SaaS, B2B, B2C and AI ventures, I operate with precision, delivering results to the teams I join.

EXPERIENCE

Digital Marketing & Design Specialist

APIDNA

08/2024 - Present Karlsruhe, Germany (part-time/remote)

- Content & Community Management:** Managed content and engagement across LinkedIn, Meta, X, Quora and Medium, increasing interaction by ≈30%.
- AI-Driven Content Creation & Design:** Developed and published SEO-optimized articles and creative assets, coherent with the brand's identity.
- Campaign Testing & SEA Collaboration:** Hands-on experience with campaign tools, refining and testing A/B ad copies with key visuals and CTAs.
- Marketing Strategy Alignment:** Applied research-based methods to align brand messaging with short- and long-term positioning across SaaS and B2B.

Brand & Digital Strategy Consultant

Independent Projects

07/2023 - Present Karlsruhe, Germany (part-time/hybrid)

- Brand Positioning & Strategy:** Advised early-stage startups and brands on digital presence, tone of voice and branding coherence across platforms.
- Web Design & UX:** Designed and launched high-performance websites via WordPress, Figma and HubSpot, integrating brand identity into the UX.
- Content & SEO Strategy:** Developed content systems and SEO-optimized social frameworks aligned with target audience, keywords and platforms.
- Creative & Scalable Media:** Leveraged tools like Canva, Notion, Buffer, CapCut and ChatGPT to support scalable, client-owned designs and content.

Supervisor & Marketing Support

Gorillas

12/2021 - 06/2023 Karlsruhe, Germany (full-time/on-site)

- Local Marketing & Design Support:** Contributed to regional presence through social media assistance, flyer campaigns and event photography.
- Customer Service & Problem Solving:** Resolved challenges in real time, balancing company and customer needs in a dynamic environment.
- Multilingual Team Leadership:** Led and trained a team of ≈15 riders in English/German, fostering strong communication, clarity and workflow.
- Logistics, Delivery & Supply Chain Proficiency:** Built operational awareness and efficiency within a fast-paced, on-demand ecosystem.

STACK

WEB & CMS

WordPress Figma HubSpot

ADS & ANALYTICS

Meta Google LinkedIn

MEDIA & CREATIVE

Canva CapCut Microsoft

CONTENT & STRATEGY

Notion Buffer ChatGPT

STRENGTHS

Strategic Social Creative

LANGUAGES

English C1

German C1

Bulgarian Native

RESOURCES

Homepage
About
Blog