

VIKTOR DZHILYANOV

Digital Marketing Specialist – Content & Paid

+49 1575 9553829 viktoresh@gmail.com LinkedIn EU



ABOUT

Magnetic content, social media ecosystems and paid advertising – blending marketing strategy, technical fluency and precise execution to establish a distinct and resilient digital presence and captivate both domestic and international markets!

EXPERIENCE

Digital Marketing Specialist

Viktor Social

01/2025 - Present Karlsruhe, Germany

remote, part-time

- Helped SME and individuals with digital presence, market positioning and brand coherence while designing and launching reliable and secure WordPress websites.
- Built resilient content systems and SEO-driven frameworks, tailored to audience behavior, target platforms and budget, enhancing long-term visibility and growth.
- Leveraged AI tools (ChatGPT, Claude, Buffer, Canva & CapCut) alongside manual workflows to create scalable, client-owned assets and efficient campaign analysis.

Digital Marketing Contractor

APIDNA

07/2024 - 12/2024 Karlsruhe, Germany

remote, part-time

- Strengthened brand visibility and community outreach through organic content, strategic campaigns and social media, contributing to a long-term company merger.
- Established analytics and reporting systems (via HubSpot) to evaluate ROI, refine targeting and coordinate with sales and product teams to improve KPI performance.
 - Crafted and refined visual brand assets by combining AI-generated imagery with manual editing, solidifying recognition of the business within the desired industry.

Supervisor & Promoter

Gorillas

01/2022 - 06/2023 Karlsruhe, Germany

on-site, full-time

- Supported regional marketing efforts through social media initiatives, promotional materials, and event photography, reinforcing public presence.
- Contributed to the hub performance (6th of 54 in Germany), earning 21 peer-awarded badges for professionalism, creativity and teamwork.
- Coordinated a multilingual e-bike rider team, ensuring smooth operations and resolving customer problems in real time.

EDUCATION

Digital Marketing Certificates

LinkedIn, Google, HubSpot, Reliabsoft

2023 - 2026

BASc – Media Informatics

Karlsruhe University of Applied Science

2017 - 2021

High School Diploma

Math High School "Acad. Kiril Popov"

2010 - 2015

LANGUAGES

Bulgarian

Native



English

Proficient



German

Proficient



SKILLS

Intercultural Communication Tech

Attention To Detail Strategy

Being A Team Player

INTERESTS

Content Creation

Photography