VIKTOR DZHILYANOV

Digital Marketing Consultant: DACH & Beyond

+49 15759553829 @ viktoredzh@gmail.com Homepage EU



SUMMARY

Digital Marketing Specialist focused on content-led growth across DACH and international markets. I bring together WordPress websites, SEO-informed content and social media integrity to build a consistent digital presence, combining practical marketing work with a strategic approach.

EXPERIENCE

Digital Marketing Consultant

Viktor Social

01/2025 - Present Karlsruhe, Germany

remote, part-time

- Helped SMEs and individuals with digital strategy, market positioning and brand coherence while designing and launching magnetic and reliable WordPress landing pages.
- Built reliable CMS- and SEO-driven frameworks tailored to the audience behavior, target platforms and responsible budgeting, enhancing long-term visibility and growth.
- Leveraged AI tools (ChatGPT, Claude, Notion, Buffer, Canva and CapCut) alongside manual workflows to create scalable, client-owned assets and B2C-angled campaigns.

Digital Marketing Contractor

Apidna

07/2024 - 12/2024 Karlsruhe, Germany

remote, contract

- Strengthened brand visibility and community outreach through organic content, creative advertising and storytelling, 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 effectiveness.
- Crafted and refined visual brand elements by combining AI-generated imagery with manual editing, solidifying the recognition of the business within B2B SaaS.

Supervisor & Promoter

Gorillas

01/2022 - 06/2023 Karlsruhe, Germany

on-site, full-time

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

VOLUNTEERING

Beta Tester/QA and Content Creator

Masangsoft / 마상소프트

Present Karlsruhe, Germany (remote)

Contributing to "GunZ: The Duel" as a beta tester and content creator, refining the product and promoting it to a niche international audience.

EDUCATION

Digital Marketing Certification

Reliablesoft, HubSpot, LinkedIn and GA4

2023 - 2026

B.Sc. - Media Informatics

Karlsruhe University of Appl. Sciences

2017 - 2021

High School Diploma

Math High School "Acad. Kiril Popov"

2010 - 2015

ASSETS

AI/Tech | Intercultural Communication | Fine-Tuning | Creativity | Teamwork

LANGUAGES

Bulgarian
Native

English
Proficient

German
Proficient

INTERESTS

- Content Creation
- Video Games
- Photography
- Voice Acting

MY WORK PHILOSOPHY

"Keep things simple, sharp, but effective."