



Elina Blagoeva

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WORK EXPERIENCE

60k - Sky Project – Sofia, Bulgaria

City: Sofia | Country: Bulgaria

Customer experience and technical support specialist

[28/03/2022 – 29/04/2022]

- Troubleshoot service and technical issues.
- Handle billing, upgrades, and account changes.
- Answer customer calls about Sky TV, broadband, and mobile service.
- Provide friendly, efficient support to meet customer satisfaction goals.

Coinspins Media – Sofia, Bulgaria

City: Sofia | Country: Bulgaria

Digital marketing manager

[05/07/2022 – 01/07/2025]

- Designed and built websites using Divi, Astra, Elementor, Breakdance, and custom WordPress themes, incorporating UX/UI principles and custom layouts.
- Created and managed SEO-optimized content, including affiliate casino websites and product pages, by conducting keyword research, competitor analysis, and leveraging tools like Ahrefs, Semrush, and Google Search Console.
- Monitored and analyzed website performance through Google Analytics and Microsoft Clarity to track user behavior, extract actionable insights, and support ongoing content strategy improvements in collaboration with the content team.
- Created graphic visuals using Canva, Adobe Photoshop, and Illustrator to support branding, marketing, and web content.
- Managed website content by uploading, updating, and maintaining assets and pages to align with SEO strategy and design objectives.
- Utilized custom ChatGPT agents developed by a renowned SEO specialist to optimize website content, images, design, and technical SEO parameters.
- Worked at a fast-paced startup, adapting daily to constant changes, making quick decisions, and taking ownership with flexibility and confidence.
- Communicated with affiliates via Skype and email to negotiate and manage deals.

EDUCATION AND TRAINING

secondary education

2 ELS "Thomas Jefferson" Diploma of secondary education, expected: June 2021 [14/09/2016 – 04/06/2021]

Address: Strelbishte str. Traqnova Vrata 26, 1408 Sofia (Bulgaria) | Website: www.2els.com

primary education

88th High School "Dimitar Popnikolov" [14/09/2009 – 14/06/2016]

Address: Ovcha Kupel 1 str. Dimitar Popnikolov 7, 1632 Sofia (Bulgaria) | Website: www.88cy.info

LANGUAGE SKILLS

Mother tongue(s): Bulgarian

Other language(s):

English

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

German

LISTENING A1 READING A1 WRITING A1

SPOKEN PRODUCTION A1 SPOKEN INTERACTION A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

Social Media / Microsoft Office / Divi Builder / Canva / Adobe Illustrator / UX - UI / Elementor Pro (Expert) / Adobe Photoshop / search engines / web analytics / WordPress / write English / interact verbally in English / perform business analysis / Google Workspace / Jira / Slack / Grammarly / Weglot / Google Console / Microsoft Clarity