



Miroslav Lazarov

Marketing Expert

Contact

Phone

(+359) 897 96 7944

Email

miroslavlazarov@gmail.com

Website

miroslavlazarov.com

Address

Sofia, Bulgaria

Mladost 4, building 488,
entr. A, ap. 37

Expertise

Management Skills

Creativity

Digital Marketing

Critical Thinking

Leadership

Business Continuity

Planning

Language

Bulgarian

English

French

Courses

Feb 2025 | Telerik Academy
Upskill Digital Marketing



Experience



SKODA

Jul 2021 - Dec 2021

store.bg

Web Content Writer

I played role in creating and optimizing web content to enhance online visibility and engage our target audience.

Dec 2021 - Dec 2023

store.bg

Content Creator

I served as the public face of the company and my main responsibility was to directly connect with our audience, presenting and promoting products, with a primary focus on books.

Apr 2024 - Present

Škoda Bulgaria

Marketing Expert / Web & Graphic Designer

I am managing the company website and car configurator. Also, I am developing and executing marketing campaigns for Škoda, including creation of billboards, showroom banners, event promotional materials and many other visual elements for the website such as hero page designs, icons and many graphic and digital elements.

Education



Sep 2014 - May 2019

French Language School
"Alphonse de Lamartine"
No 9

Intensive History Studies

I graduated from the French Language High School in a class with an intensive focus on History. During my studies, I had the opportunity to engage in various social initiatives and participating in numerous language-exchange and cultural-enrichment projects.

Sep 2019 - Jan 2024

New Bulgarian
University

Web Design & Graphic Advertising

I gained extensive experience in UX and UI design during my time at university, where I worked on a variety of projects, creating websites on various topics.

In addition to web design, I also delved into graphic design, producing banners, flyers and other promotional materials. My skill set also included photo editing using Photoshop and video creation with Premiere. These experiences equipped me with a well-rounded skill set in the field of design.