



Vassilena Rankova

PERSONAL PROFILE

Internationally minded marketing student with expertise in digital strategy, campaign analytics, and cross-cultural brand communication. Experienced in multi-channel campaign management, performance reporting, and competitive analysis across consumer and FMCG brands. Passionate about the intersection of brand strategy, storytelling, and communication, and the way great brands connect meaningfully with people across cultures.

WORK EXPERIENCE

Degusta Box, Email Marketing & CRM intern – Barcelona | *(January, 2026 – February, 2026)*

- Managed CRM campaigns and customer segmentation in ActiveCampaign, supporting lifecycle marketing and automation flows.
- Analyzed campaign performance using Excel and Tableau to optimize targeting and promotional strategy.
- Supported cross-functional campaign launches, including coupon mechanics, landing page optimization (Unbounce), and performance reporting.

SPORTEART NGO, Director – Sofia | *(December, 2024 – Present)*

- Currently leading the organisation's first major project — a 5-day cultural and arts programme designed for deaf children and children with hearing impairments, creating an inclusive and engaging environment through cultural activities, workshops, and community experiences.

Broks Vision, Digital Marketing Intern – Sofia | *(January, 2024 – July, 2024)*

- Supported multi-channel campaigns for Samsung Bulgaria, BioGaia, and Lidl, helping increase campaign engagement by 10–15% through improved content planning and data-based recommendations
- Created performance reports, analyzed campaign data, and contributed to A/B testing initiatives, that improved content efficiency and click-through performance by 10%
- Conducted competitive landscape analysis and produced strategic performance scorecards to inform campaign optimisation decisions
- Coordinated with designers and creative teams to develop campaign assets and briefs, ensuring brand consistency across multiple client accounts.

ViaPontica NGO, Festival Organizer – Balchik | *(July, 2023 – July, 2026)*

- Organised and coordinated cultural and environmental festivals, including logistics, scheduling, and contact with partners and 500+ volunteers.
- Worked with local organisations and media partners to ensure successful event implementation and high community engagement.
- Contributed to social media promotion that increased event reach by 30–40%

EDUCATION

Master in Business Management– Università Cattolica del Sacro Cuore | *(September, 2025 – July, 2026)*

- GPA: 3.7/ 4.0
- Relevant coursework: Brand Strategy, Digital Marketing, Communication, Sustainability

International Business and Economics (Double Degree)– Univeristà Cattolica del Sacro Cuore | *(September, 2024 – December, 2025)*

- GPA: 3.7/ 4.0
- Relevant Coursework: Operations & Supply Chain Management, Business Strategy, Business Law, European Economic Policy & Institutions

Bachelor of International Business (Double Degree) – AVANS University of Applied Sciences | *(August, 2022 – July, 2026)*

- GPA: 3.6/ 4.0
- Relevant Coursework: Marketing & Sales, Financial Management, Macro & Microeconomics

CONTACT

+359 89 786 1706
vassilena.rankova01@icatt.it
[LinkedIn](#)
Paris, France

LANGUAGES

- Bulgarian (Native)
- English (Fluent)
- Spanish (Advanced)
- French (Intermediate)
- Italian (Intermediate)

SKILLS

- Social Media Marketing
- Campaign Performance Analysis
- Strategic Communication
- Branding
- B2B Marketing
- Content Creation
- Strategic Insights
- Microsoft Office Package
- ActiveCampaign/ UnBounce
- Canva/CapCut/ Figma
- Python & SQL (basic)

ACHIEVEMENTS

HubSpot Certifications (2023-2026)

- Social Media Marketing
- Content marketing,
- Digital Marketing
- SEO
- Digital Advertising
- Email Marketing

LVMH (2026)

- Inside certificate Creation & Branding, Retail & Customer Experience

Google (2024)

- Shopping ads

SoftUni (2024)

- Digital marketing
- Graphic Design