



Borislava Stoimenova

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Nationality: Bulgarian

ABOUT ME

I am a dedicated lecturer at the department of "Marketing and Strategic Planning", University of National and World Economy, Sofia, Bulgaria. My PhD is in "Marketing" with a thesis on "Motives for customer loyalty to an organizational brand". I have been a Marketing expert for the Bulgarian Association of Textile, Apparel and Leather. Developing the branding of the first private freight forwarding, transport and logistics company in Bulgaria - Eurosped AD, was a very special period for my professional development. My early job experience in customer service at Trump Entertainment Resorts, Inc. and Nikki Beach has had a strong influence on my career choice. I value honesty, simplicity, and mutually beneficial relationships.

EDUCATION AND TRAINING

[2010 – 2014]

PhD in Marketing

University of National and World Economy www.unwe.bg

City: Sofia | **Country:** Bulgaria | **Field(s) of study:** Marketing | **Final grade:** 6 | **Thesis:** Motives for customer loyalty to an organizational brand

Statistics, Economics, Methodology and methods of scientific research, Integrated marketing communications and consumer behaviour, Marketing research, Multivariate statistical methods, Economic Axiology, European integration, Intellectual property

[2008 – 2009]

Master's in Marketing

University of National and World Economy www.unwe.bg

City: Sofia | **Country:** Bulgaria | **Field(s) of study:** Marketing | **Final grade:** 6

Marketing management, Applied marketing research, Marketing of financial services, Global marketing, Money and capital markets and other courses

[2003 – 2007]

Bachelor's in Marketing

University of National and World Economy www.unwe.bg

City: Sofia | **Country:** Bulgaria | **Field(s) of study:** Marketing | **Final grade:** 5,55

Marketing research, Product policy, Price policy, Place policy, Communications policy, Marketing planning, Marketing modelling, Organizational culture and ethics, Statistics, Basic finance, Basic accounting, Economics and other courses

[2002 – 2003]

Civil Engineering

University of Architecture, Civil Engineering and Geodesy <https://uacg.bg/>

City: Sofia | **Country:** Bulgaria | **Field(s) of study:** Civil Engineering

Linear algebra and analytical geometry, Descriptive geometry, Programming and computing, Mathematical analysis, Engineering and construction graphics, Engineering geodesy, Construction chemicals and other courses

[1997 – 2002] **Mathematics, Informatics and English language**
Maths and Science High School "Prof. Emanuil Ivanov" [https://
www.pmgkn.com/](https://www.pmgkn.com/)

City: Kyustendil | **Country:** Bulgaria |

[1998 – 2002] **English language**
English language school "Dr. Peter Beron" /private student/ [https://eg-
kn.eu/](https://eg-kn.eu/)

City: Kyustendil | **Country:** Bulgaria |

WORK EXPERIENCE

[2010 – Current] **Higher education lecturer**

University of National and World Economy

City: Sofia | **Country:** Bulgaria

Chief assistant (2017), Assistant (2014), PhD (2014), PhD student and part-time assistant

- Teaching: Marketing, Marketing Planning (incl. taught in English), Customer Relationship Management (incl. taught in English), Visual Design
- Research: Member of research teams for international, national and university research projects, publication activities, participation in scientific conferences
- Public activities: Organising events, contests, writing PR articles, advertising materials, etc.

Erasmus + Teaching mobility

- Erasmus + Staff Mobility for Teaching at Hochschule für Wirtschaft und Recht Berlin (HWR) / Berlin School of Economics and Law (BSEL), D BERLIN06, Germany, 15.04.2019/19.04.2019, Main subject field 0414 Marketing and advertising, Teaching program: Visual communications: the role of visual communications for brand building
- Erasmus + Staff Mobility for Teaching at Universidad de Granada, Facultad de Educacion, Economy and Technology de Ceuta / University of Granada, Faculty of Education, Economy and Technology (Campus of Ceuta), E GRANADA 01, Spain, 11.05.2015/15.05.2015, Main subject field 0414 Marketing and advertising, Teaching program: Green marketing

Working language: Bulgarian and English

[2015 – 2022] **Marketing expert**

Bulgarian Association of Textile, Apparel and Leather

Participating in various projects of the organization and its members: developing marketing strategies, positioning strategies and communication strategies; creating practical handbooks; executing marketing trainings and individual/group marketing consultations; participating in public events of the association; creating advertising materials

Working language: Bulgarian and English

[2010 – 2016] **Marketing specialist**

Eurosped AD

City: Sofia | **Country:** Bulgaria

Being in charge of all marketing and branding activities of the holding: brand management; visual brand identity development; concept, design, content and updates of the company website; event management; advertising and media relations; preparation of advertising materials; tariffs and documents; customer profiling; customer relationship management; client surveys; marketing analyses and reports

Working language: Bulgarian and English

[2009 – 2010] **Junior specialist retail space**

EM BI EL EOOD /MBL CB Richard Ellis/

City: Sofia | **Country:** Bulgaria

Researching the behaviour of tenants representing different brands in shopping malls and stores on main city streets, attracting new tenants / landlords and maintaining relationships with existing ones

Working language: Bulgarian and English

[01/2006 – 2006] **Marketing research intern**

Pragmatica OOD

City: Sofia | **Country:** Bulgaria

Field work – observations in shops and taking notes, mystery shopping in the trade chain of a mobile service provider, data entry and data processing in SPSS, marketing analyses and reports

Working language: Bulgarian

[2004 – 2005] **Hotel administrator**

Hotel Odadzhiiski

City: Sofia | **Country:** Bulgaria

Reservations, registration, and accommodation of clients in the hotel, keeping and closing accounts, providing information, monitoring the availability of rooms and providing schedules for housekeeping, participating in the organization of special events

Working language: Bulgarian and English

[2005 – 2008] **Customer service, marketing, special events employee**

Trump Entertainment Resorts, Nikki Beach, Tropicana Casino and Resort

City: Atlantic City, NJ | **Country:** United States

Taking and delivery of customer orders, customer directions, entrance fees collection, participation in the organisation of special events - promotions, concerts, shows, welcoming distinguished guests like Donald Trump, Mark Brawn, Natalie Cole, Kenny G and others

Work and travel summer program | Working language: English

PROJECTS

- [2018 – 2021] **Digital Humanist, № 2018-1-IT02-KA203-048291**
International project, co-funded by the Erasmus+ Programme of the European Union
- [2016 – 2018] **Building International Competitiveness of the Textile Companies in the Cross Border Region MK-BG, Ref. No CB006.1.31.146-PP2/Se-02**
International project, co-financed by the EU through Bulgaria-Macedonia Interreg-IPA CBC CCI 2014TC1615CB006 Cooperation Program
- Women Entrepreneurship for Sustainable Economic Development, Ref. No 2007CB161PO007-2012-3-030**
International project, co-financed by the EU through Bulgaria-Macedonia Cross-Border Cooperation Program, completed in 2015
- [2019 – 2023] **Sustainable urban consumption - regional differences, №КП-06-Н35/7**
National project, funded by the Ministry of Education and Science under the Research Fund
- [2017 – 2019] **Significance of educational innovations as a key factor for university competitiveness, M 15/4 from 20.12.2017**
National project, funded by the Ministry of Education and Science under the Research Fund
- [2017 – 2019] **Developing of cluster Inter Moda Trading, № BG16RFOP002-2.009-0032**
National project funded by Operational program "Innovations and Competitiveness", co-financed by the European Union through the European Regional Development Fund.
- [2016 – 2018] **Project BG05M2OP001-2.002-0001 Internships for University Students – Phase 1**
National project, financed under the OP "Operational Program Science and Education for Smart Growth, beneficiary Ministry of Education and Science
- [2020 – 2023] **Project BG05M2OP001-2.013-0001 Internships for University Students – Phase 2**
National project, financed under the OP "Operational Program Science and Education for Smart Growth, beneficiary Ministry of Education and Science
- [2015 – 2018] **Green consumption in Bulgaria: attitudes, intentions and actions, NID NI 1-3/2015**
University project
- [2011 – 2014] **Marketing strategies of companies, operating in Bulgaria in the conditions of economic crisis, NID NI 1-18/2011**
University project

PUBLICATIONS

- [2023] [Visual Marketing Elements in Digital Media: A Tool for Planning](#)
Reference: Stoimenova, B.
- [2022] [A Behavioral Research Approach to Sustainable Household Consumption in Three Bulgarian Cities](#)
Reference: JeleV, S., Mladenova, G., Stoimenova, B.
- [2022] [Digital Humanist: An Innovative Learning Approach for a New ICT Specialist in the Field of Creative Industry](#)
Reference: Cicha, A. at al.
- [2021] [Smart Educational Innovation Leads to University Competitiveness](#)
Reference: Yordanova Z., Stoimenova B.
- [2020] [Innovation and Competitiveness of Universities – An Empirical Research](#)
Reference: Yordanova Z., Bozev V., Stoimenova B., Biolcheva P.
- [2020] [Policies and Initiatives for Sustainable Consumption and Production](#)
Reference: Stoimenova, B.
- [2019] [Regional Innovation Systems and University Competitiveness](#)
Reference: Stoimenova, B.
- [2017] [Brand Identity Management: The Case of Organic Personal Care and Cosmetics Brands](#)
Reference: Stoimenova, B.
- [2017] [Visual Brand Identity Design](#)
Reference: Stoimenova, B.
- [2016] [Knowledge and Attitudes about Green Consumption in Bulgaria](#)
Reference: Stoimenova, B.
- [2016] [Environmental Actions and Attitudes to Green Consumption in Bulgaria](#)
Reference: Stoimenova, B.
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„What you get by achieving your goals is not as important as what you become by achieving your goals.“ - Henry David Thoreau