

NIKOLETA PETROVA

Communications, Research, Management

A communications specialist with 2+ years of experience in achieving business objectives by applying the design-thinking methodology.

 niki.petrova6@gmail.com

 www.linkedin.com/in/nikipetrova

 https://nikoletapetrova.com/

Professional Experience

E-Commerce Admin

Aquamatrix.bg (2023 - present)

- In charge of an e-commerce store and the system functionality to deliver a better user experience.
- Content planning and execution to drive traffic and purchases.

Communications Lead & Employee Experience

Hewlett Packard Enterprise (2022 - 2023)

- In charge of the internal communications to support the needs of the global operations team.
- Improving the employee experience through engagement initiatives.

Content Writer

iGaming.com (2019 - 2020)

- Delivering high-quality content based on keyword research and competitor analysis.
- Applying best SEO practices and HTML to optimize pages for featured snippets.

Center Administrator

Europa School of English Ltd. (2016 - 2016)

- Running the administration of a language school.
- Welcoming clients and groups.

Professional Qualifications

MA. Content and Media Strategy

NHL Stenden, Leeuwarden (2020-2021)

Certification

Continuous Improvement Kaizen Yellow Belt

(November 2022)

Key Skills

Content design
Brand management
Persona research
Workshop facilitation
Experimental testing
Employee experience
Adobe Creative Cloud

Projects

Dutchexplorers.com

Researching the target audience, prototyping, testing, and advising on KPIs and metrics to increase brand awareness and conversions.

(2021)

Interests

Design-thinking and creativity for innovation
Diversity, equity, and inclusion