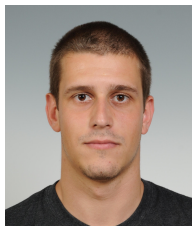


## PERSONAL INFORMATION



## Kristiyan Dimov

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 kristiyandimov@gmail.com

Sex Male | Date of birth 08/04/1990 | Nationality Bulgarian

## WORK EXPERIENCE

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- 1 Jan 2020–Present **Brand manager - Global marketing baby care products**  
Ficosota Ltd., Sofia (Bulgaria)  
Brand manager Global marketing Baby care category responsible for - baby detergent and baby skin care products.  
Responsible for product development, positioning, communication and launch campaigns on 10 markets for detergents and baby skin care products.
- 1 Jan 2018–31 Dec 2019 **Brand manager - Global marketing baby disposable products**  
Ficosota Ltd., Sofia (Bulgaria)  
- Responsible for the two categories - baby disposable pants and baby wet wipes categories.  
- Baby wet wipes - new positioning and product development - product, packaging design and portfolio. Communication campaigns and responsible for the launch of new lines. Coordination for the launch of the product on 12 markets.  
- Baby disposable pants - responsible for the product development, positioning, product design and 360 communication campaign of the product. Launch plan and supervision of the 12 markets.
- 1 Jun 2017–1 Dec 2018 **Junior brand manager - Global marketing**  
Ficosota Ltd., Sofia (Bulgaria)  
- Responsible for creating and implementing brand marketing strategies for the new products in baby diapers and baby wet wipes categories and the new positioning of the brand  
- Managing the launch of the new product lines  
- Project lead of the new product development
- 14 Jan 2016–1 Jun 2017 **Marketing assistant - Global marketing**  
Ficosota Ltd., Sofia (Bulgaria)  
- Supporting marketing manager and brand manager in organizing various projects related to the launch of new baby diapers product line  
- Conducting market research and analyzing consumer rating reports/ questionnaires  
- Responsible for the communication campaign
- 1 Aug 2013–13 Jan 2016 **Trade Assets & Technical Supports Assistant Business Group Nestle Professional**  
Nestle Bulgaria, Sofia (Bulgaria)  
Responsible for launching the project Nestle Professional Call Center.  
Preparation for daily visits of technicians, preventive maintenance for reducing unproductive time of Nescafe branded machines.  
Supervision of 23 technicians and preparation of their daily routes.
- 1 Apr 2013–1 Aug 2013 **Marketing and Sales Trainee Business Group Nestle Professional**

- Nestle Bulgaria, Sofia (Bulgaria)
- 18 Feb 2013–1 Apr 2013 **Marketing and Sales Trainee Dep. Business Group Confectionary**  
Nestle Bulgaria, Sofia (Bulgaria)
- 12 Jun 2012–15 Sep 2012 **Work and travel program - Beach Attendant and F&B**  
Hyatt Regency Lake Tahoe, Nevada, Invcline Village (USA)
- 15 Jul 2008–24 May 2009 **Soccer player**  
FC Sozopol, Sozopol
- 20 Oct 2008–23 May 2009 **Children`s soccer coach**  
FC Sozopol, Sozopol
- 15 Jul 2006–15 Jul 2008 **Soccer player**  
PFC Pomorie, Pomorie

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**EDUCATION AND TRAINING**

- 20 Sep 2013–7 Nov 2014 **Master Degree Marketing**  
University of National and World Economy (UNWE), Sofia (Bulgaria)
- Internet communications
  - Industrial marketing
  - Marketing managment
  - Merchandising
  - Marketing Research
- 21 Sep 2009–5 Jul 2013 **Bachelor Marketing**  
University of national and world economy (UNWE), Sofia (Bulgaria)
- Communication policy;
  - Distribution policy;
  - Product policy
  - Pricing policy
  - Marketing research;
  - Planning and forecasting;
  - Media planning;
  - Marketing planning;
  - Internet marketing;- Business planning;- Business analysis and forecasting
- 15 Sep 2004–24 May 2009 **Secondary education**  
Gymnasium of Foreign Languages Vasil Levski, Burgas
- Russian language

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**PERSONAL SKILLS**

Mother tongue(s) Bulgarian

Foreign language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	B2	B2	B2	B2
Russian	A2	A2	A2	A2	A2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
 Common European Framework of Reference for Languages - Self-assessment grid

**Communication skills** Good ability to adapt to multicultural environments, gained through my work experience abroad and intercultural exchanges in EU and work and travel program in the USA and working in international companies and teams in Ficosota and Nestle; Good communication skills gained through my experience in product development and product launches on different markets.

**Organisational / managerial skills** Organization skills and team working gained through my experience in organizing different projects related with product development and working with my cross functional teams from sales, R&D, production, local marketing, supply and purchasing.

**Job-related skills**  
 Leadership - project lead of different projects in the company related to the main product. Part of the team for better communication and procedure creation between the teams in the company.  
 Problem-solving - as part of the FMSG company this topic was on a daily basis. In every problem there is always opportunity and solution.  
 Time management - as brand manager in diapers category and now in detergents and baby skin care product I am responsible for 7 different products. The time management and prioritization of the products and projects is a must.

**Digital skills** Good command of Microsoft Office™ tools (Word™, Excel™ and PowerPoint™); Prezi  
 Basic knowledge of WordPress, Fb and IG

**Driving licence** A, B

ADDITIONAL INFORMATION

Memberships