

VIOLETA TODOROVA

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Professional Experience

PUBLICIS GROUPE – MEDIA

London, United Kingdom

Global Senior Executive of Partnerships, Business Transformation

September 2016 – ongoing

- Helped expand the success of the NextTECHnow program into a streamlined framework for 4 agency brands across 20 markets; designed and maintained a Publicis database of innovation partners (start-ups, accelerators, VCs, universities); identified new commercial/product opportunities with cross-market team; Managed one direct report and a summer intern; initiated and led 'Mentor a Female Entrepreneur' scheme; continued facilitating NextTECHnow operations in SMV UK with 65% client repeat rate and 189% increase in revenue for 2016.

Senior Executive, Starcom Mediavest Group

September 2014 – September 2016

- Selected for the rotational graduate scheme; Digital Executive for one year; Promoted to Senior Executive
- Media planner on Heineken UK; Account Lead for Birra Moretti and brand support on Desperados & John Smiths (£3.4m combined media spend); helped Heineken execute their Innovation Fund (£700k for test-and-learn projects).
- Digital Buyer for performance and brand display activity (£1m spend for Avon UK); met difficult cost-per-lead targets for 7 consecutive months through data analysis and creative testing; facilitated digital creative builds in the dynamic solutions team (3 designers and 1 software developer) for IMAX, Pizza Hut, and NOW! Music.
- Defined operational model for NextTECHnow initiative, provided execution transparency to UK Board, grew a new team of 18 cross-functional members, led and tracked team execution metrics, managed financial billings and payments, spearheaded organizational-wide participation, organized client and agency innovation events, assessed over 300 start-ups for our accelerator program, and operated with limited resources. NextTECHnow went from zero to generating £400k of incremental agency billings and 70% employee engagement in less than a year. The program's achievement was recognized on a global network level by winning an annual award for Partnerships.

WORK EXPERIENCE IN LONDON START-UPS

July 2016 – ongoing

- TABLECROWD – Event Host. Moderated and executed industry networking dinners with a guest speaker, corporate sponsor, and 20+ paying guests; coordinated event logistics and supervised venue staff.
- SOPOST – Product Strategy Consultant. Helped the Founder create a product strategy that expanded their sampling platform beyond Facebook and into new media touch points such as influencer and publisher networks.

SUMMER INTERNSHIPS DURING UNIVERSITY

- SIA ADVERTISING (Sofia, Bulgaria) – TV Assistant. Managed social media presence for up-coming political election, on-set support for live national show and pre-production research/language translation for commercials.
- MOB MEDIA INC. (Foothill Ranch, California) – Direct Response Marketing Intern; assisted with video filming; designed brand guidelines, web elements, and print materials for Toni&Guy, TePe, and University of California.

Education

KING'S COLLEGE, UNIVERSITY OF LONDON

London, United Kingdom

Film Studies BA, First Class Honours (Top 5%, Highest Department Marks for 2 years)

July 2014

- Associate of King's College – second degree in religion, philosophy and ethics (Best Final Year Results)
- Leadership and Global Experience Awards; Team Captain – Ballroom Society; International Student Ambassador
- King's myScholarship; Institute of International Education Scholarship; Barnett Memorial Scholarship

UNIVERSITÉ PARIS-SORBONNE (ERASMUS STUDY ABROAD)

Paris, France

Cinéma et Audiovisuel Department, 15.27 (Bien); ERASMUS+ Grant; French Au Pair

August – December 2013

Certifications

- Digital Marketing Certificate – Squared Online Developed with Google (June - December 2016)
- Publicis Media Mobile Diploma – The Internet Advertising Bureau UK; Mobile Ambassador for Mediavest UK
- Foundation Certificate, Commercial Certificate - Institute of Practitioners in Advertising
- Introduction to Financial Accounting (course towards Wharton Business Foundations Specialization) - Coursera

Core Competencies: Media Marketing and AdTech, Project Management, Team Leadership, Digital Transformation, Driving Company-wide Initiatives, Executing Innovation Agenda, Developing New Creative Strategies and Approaches

Language: English and Bulgarian (Native), French (Advanced)

Interests: Animation, Figure Drawing, Marathon Running, Nutrition, Public Speaking, Psychology, Internet of Things