

Selenay Sheipova Asanova

Aspiring Digital Marketer | Entry-Level

CONTACTS



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Plovdiv

PERSONAL QUALITIES

Detail-oriented and adaptable junior digital marketer with a strong background in customer service and data entry. Quick to learn new tools and platforms. Known for meeting deadlines, communicating effectively, and thriving in both team-oriented and independent roles.

PERSONAL SKILLS

- Teamwork
- Customer Service
- Responsibility
- Communication
- Critical Thinking

DIGITAL SKILLS

- Microsoft Office
- Meta Business Suite
- Google Analytics
- Canva

WORK EXPERIENCE

MARKETING AND ADVERTISING SPECIALIST - INTERNSHIP

LaDigue Jsc, July 2025 - October 2025

Developed, executed and optimized high performing paid advertising campaigns across Meta platforms for diverse products in multiple European markets. Leveraged KPI analysis to drive data informed optimizations and maximize campaign performance. Contributed to the creation and testing of innovative ad creatives and visuals, achieving strong click-through rates (CTR) across targeted audiences.

DATA ENTRY SPECIALIST Oworkers Ltd.

March 2021 - June 2024

I worked on multiple client projects, following specific guidelines and requirements. I also worked in different teams, adapting to different workflows and project needs. Trained digital platforms by labeling and classifying data. I maintained high accuracy and consistency while working with large volumes of content.

TECHNICAL ASSISTANT Buker BG 2012 Ltd.

October 2020 – December 2020

Advised clients on improving their online presence by aligning digital solutions with their goals.

EDUCATION

PLOVDIV UNIVERSITY "PAISII HILENDARSKI"

Bachelor's Degree in Tourism
Business Management

LANGUAGES

- Bulgarian - Native
- Turkish – Native
- English – Fluent

CERTIFICATES

- **PERFORMANCE MARKETING OPTIMIZATIONS MODULE** SoftUni Digital - 2026
 - Google Analytics Advanced
 - Conversion Rate Optimization and Automation
- **MARKETING FUNDAMENTALS PROGRAM** SoftUni Digital
Including the following courses:
 - Google Ads
 - Facebook Marketing
 - SEO
 - Google Analytics
 - Content Marketing
 - E-mail Marketing
- **MARKETING BASICS** SoftUni Digital
- **BASIC DIGITAL SKILLS CERTIFICATE** DigComp