Gabriela Milanova

Digital Marketing & E-commerce Specialist

SEO · GOOGLE ADS · WORDPRESS · WOOCOMMERCE · WEB & UI DESIGN · AI-ASSISTED WORKFLOWS

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Sofia, Bulgaria

PORTFOLIO:
gabriela-milanova

PROFESSIONAL SUMMARY

Digital marketing and e-commerce specialist with a background spanning IT and technical support, web and graphic design, systems administration, and marketing and advertising. Most recently managed digital marketing, SEO and e-commerce activity at Nevo Sector Ltd. (Jan 2024 – Mar 2026), including a corporate website redesign and SEO programme that increased traffic by 45%. Comfortable owning a project end to end — from technical build to the marketing that gives it traffic — across employed, business-project and independent work.

CORE COMPETENCIES

Digital Marketing	SEO, Google Ads, Facebook/Meta Ads, Email Marketing, Marketing Automation, Content, Analytics
E-commerce	WooCommerce, Shopify, Booking / Reservation Systems, Product/Conversion Pages
Web	WordPress, Joomla, HTML5, CSS3, Bootstrap, JavaScript, PHP, cPanel
Design	UI/UX, Adobe Creative Cloud, Web & Graphic Design, Video Editing
AI-Assisted	ChatGPT, Claude, Gemini, Manus, Canva AI — for research, content, SEO workflows and prototyping

EMPLOYMENT

Marketing & Advertising Specialist

Jan 2024 – Mar 2026

Nevo Sector Ltd. · Sofia, Bulgaria

Managed the company's website, e-commerce store and reservation platforms; built a new reservation website from scratch.

- Managed website structure, content and ongoing updates
- Built and ran email marketing campaigns via Mailchimp
- Produced blog articles, media content and visual materials; coordinated video production with subcontractors
- Managed SEO optimization — contributed to a 45% traffic increase
- Planned and executed Google Ads campaigns

System Administrator

Jun 2023 – Dec 2023

SofiaMed Hospital Ltd. · Sofia, Bulgaria

- Maintained and monitored internal IT infrastructure and user systems
- Provided technical support for hardware, software and network issues
- Ensured system stability, security and uninterrupted daily operations

Web & Graphic Designer

Dec 2018 – May 2021

Smartworkx Ltd. · Sofia, Bulgaria

Designed and maintained web pages, newsletters, banners and video content as part of the marketing team; built strong WordPress and Adobe CC skills.

- Designed web pages, banners and newsletters; maintained WordPress sites
- Created visual materials for marketing campaigns
- Collaborated with developers and marketing specialists

EARLIER EXPERIENCE

Web & Graphic Designer — Elektrosfera Ltd., Sofia — Feb – Jun 2018

Digital Designer — Moby2 Ltd., Sofia — Dec 2016 – Oct 2017

Web & Graphic Designer, Internship — Base Systems Ltd., Sofia (incl. Tech Institute × Samsung mentorship) — Jun – Nov 2016

Web & Graphic Designer, Internship — Cyber Tech Zone Ltd., London, UK — Oct 2015 – Mar 2016

Technical Desktop Support Engineer — SKYNET 1 Ltd., Sofia — Jun 2010 – Jun 2015

SELECTED PROJECTS

Selected digital projects

Solea Design & Events
Website & Digital Presence

HoneyShop.bg
Independent E-commerce Project

Bposhta
Independent Digital Project

Full project details and additional work available in the online portfolio.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Tech Institute Mentorship Programme

Fondation “Zaslushai se” × Samsung Electronics, in partnership with JobTiger and Base Systems — Jun–Oct 2016. Contributed to Bulgaria’s first real-time online challenge platform.

EDUCATION

2012–2014 · Sofia, Bulgaria
MA — Information Technology in Media Business
University of Library Studies & Information Technologies

2008–2012 · Sofia, Bulgaria
BA — Information Brokerage
University of Library Studies & Information Technologies

2012–2013 · Sofia, Bulgaria
Software Engineering
Telerik Software Academy

LANGUAGES & OTHER

LANGUAGES
Bulgarian (native) · English (B2)

DRIVING LICENSE
Category B

PORTFOLIO
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