

Milena Mitova

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Profile

I use #automation and #productivity hacks to help businesses drive faster marketing results. Technologist. Blogger. Founder of CampaignTrackly marketing performance tracking app. Blogs featured on Digital Doughnut, Growth Hackers and other websites. 54 answers and counting on Quora. Driven, positive and commercially astute. Celebrating 14 years of impactful results: 256 digital marketing projects, 15 certifications, 6 awards to-date.

Specialisms: Drive business growth by creating & leading global digital activations and campaigns via marketing automation, social media and advertising platforms. Optimise campaign ops via marketing KPIs & analytics.

Recognised as a credible and collaborative leader; able to influence, engage and manage a diverse range of teams, internal and external stakeholders and third parties. 100% ROI focused.

Objective

Looking for an exciting Senior role that will maximise existing skills whilst offering a rewarding career growth.

Professional Experience

Managing Director & Consultant - UK **Leafwire Digital, Ltd.**

8/2014/ Current

- Providing consulting services and implementing growth-driven digital acquisition, visibility & automation projects (former clients include ARM and Equinix)
- Built from ground up an automated marketing performance tracking app, generating over 70 users and counting in 2 months: <http://www.campaigntrackly.com>

Marketing Automation & Social Media Lead - Global role **ARM, Ltd., UK [Globally operated \$1B mobile chip design & software provider]**

5/2015 - 5/2016

- Contract-to-longer term engagement role. Managed a team of four.
- Lead ARM's marketing automation and social media strategy. Ran acquisition and activation campaigns for ARM internal stakeholders.

Social Media Achievements:

- Developed an innovative operational model that quadrupled the team's performance
- Introduced a repeatable campaign matrix that reduced errors & shortened delivery times
- Doubled internal stakeholder satisfaction rates in less than 3 months
- Developed a winning strategy for an international event driving unprecedented social reach & engagement
- Metrics growth in first 90 days across strategic social platforms:
 - 90% more profile visits, 60% more mentions, 280% more impressions
 - 150% higher traffic to ARM sites, 300% more content likes
- Lead the successful roll-out of Hootsuite Enterprise (21 users)

Marketing Automation Achievements:

- Developed a streamlined lead-to-customer lifecycle process
- Set up best-practice Marketo structure, operating processes, reporting, and governance guidelines
- Introduced a series of enhancements that reduced email and landing page production times
- Rolled out Marketo with 100% adoption success rate in less than 6 months
- Implemented a strategic global nurture campaign that resulted in fast sales and ROI growth
- Put together a target operating model for Marketo that was approved by senior management

Marketing Campaigns Manager - EMEA (Interim role) **Equinix, UK [Globally operated \$2.5B datacentre provider]**

2014 - 2015

- Delivered digital acquisition campaigns across global, regional and local marketing programs (UK, DE, CH, NL, FR, MENA)
- Managed the relationship with 2 social media agencies to maximise lead-gen and returns on budgets
- Lead the integration of social media across all functions in EMEA

Key achievements

- Ran 4 multi-channel acquisition & 20+ social media promotional campaigns, resulting in a significant growth in leads across all EMEA geographies
- Generated 70% of the leads for a regional campaign & 92% of the EMEA leads for a global programme
- Achieved a 138% increase in page clicks, 130% rise in LinkedIn likes and 300% increase in retweets in the first 2 weeks of my engagement
- Produced content that drove the highest number of traffic vs the rest of the content pieces for that quarter
- Developed the promotional social strategy for the Gartner event where the team exceeded the attendance and meetings sales goals

eCommerce Marketing Manager USA & Canada

2012 - 2013

Honeywell / ADI Global Distribution, USA [Globally operated \$1.5B security solutions distributor]

- In charge of the e-commerce acquisition and retention strategies for the US and Canadian markets
- Worked with the marketing VP and senior product managers to identify profitable customer segments and deliver digital campaigns that drive direct revenue (>\$100M yearly revenue with 10% YOY growth target)

Key achievements

- Won Presidential selection to attend an Elite Strategic Marketing Training Program
- Developed an email marketing program which doubled the monthly email revenues (from less than \$80K to over \$169K) - the program was nominated for a company-wide marketing award
- Introduced a cost-effective banner advertising program which generated over \$30K/month
- Changed the home page from informational to transactional. Achieved significant rise in promo sales.
- Uncovered a key opportunity that secured buy-in to prioritise mobile e-commerce enhancements
- Launched the corporate blog and successfully migrated customers to a new e-commerce website
- Integrated the e-commerce site with Adobe Analytics and used the data to acquire budgetary support for key website improvements that lead to more sales.

Online Marketing Manager - Global role

2010 - 2012

FalconStor Software, USA [58M OEM backup software provider for HP, IBM, Dell, HDS, etc.]

- Spearheaded Falconstor's digital acquisition strategy & campaigns across all online channels, including launching websites and managing paid and organic search marketing.
- Managed 2 direct reports - a web developer and a digital marketing coordinator
- Lead the integration of Salesforce, Marketo and Google Analytics with corporate, partner and blog sites

Key achievements

- Won buy-in from the CEO to replace the company's outdated corporate website. Launched 3 new sites in 4 months, providing strong competitive advantage and achieving significant ROI
- Increased online campaign conversion rates by over 90%. Grew online lead generation by 45%
- Established company's social media presence, including building a state-of-the-art blog site
- Streamlined KPI tracking and reporting, and optimised the use of Marketo & Salesforce, which helped Inside Sales to reduce lead response times from weeks to less than 24 hours & increased lead-to-opportunity rates
- Delivered over 40% increase in overall traffic growth. Significantly lifted SEO rankings and brand awareness
- Achieved top-ranking positions for the majority of SEM advertisements & grew qualified traffic from Google AdWords by 99%.

Managing Director and Digital Marketing / Web Development Consultant Complete Website Care LLC, USA

2005 - 2013

- Holding full accountability for company finances, marketing and leadership, whilst providing website management, digital marketing and analytics consultancy
- Served on [Joomla!](#)'s Executive Board and participated in key strategic and marketing decisions

Key achievements

- Built over 30 websites for small and medium businesses, individuals, and non-profit organizations
- Managed successful SEO (Search Engine Optimisation), analytics, and PPC campaigns for clients
- Created processes and introduced structure to Joomla's digital and social campaigns; provided key analytics insights covering over 7million visitors a month to generate content & money for the project
- Working remotely with over 20 international volunteers, implemented the most successful Joomla launch campaign to-date, which resulted in a new download every 3 seconds
- Contributed to Joomla's magazine growth as an editor and writer, authored a chapter for an SEO book

Early Career Summary

Senior Administrator	Stony Brook University College of Business, USA	2008 - 2009
Marketing Director	Century Computers Inc., USA	2003 - 2005
Marketing Manager	Strategic Computer Solutions Inc., USA	2002 - 2003
Marketing Executive	Shell Gas, Bulgaria	1998 - 1999
Director's Translator	Nestlé, Bulgaria	1996 - 1998

Qualifications

MBA degree:	Business Administration, specialising in Finance and Marketing <i>J Whitman School of Management, Syracuse University, USA</i> Top 7% of class, full scholarship, Dean's Scholar, Merit Assistantship	2002
Advanced certificate:	International Business and Management <i>University of National and World Economy, Bulgaria</i> Thesis: Easter Promotional Campaign for Versace, Hugo Boss and Laura Biagotti Label Fragrances (based on 3-month internship)	1998
MA degree:	English Language and Literature <i>St Kliment Ohridski University, Bulgaria</i> Three merit-based scholarships	1994

Professional Development

Courses include:	SEO, Conversion Optimisation, PPC, Adobe Analytics, Google Analytics, Google eCommerce Analytics, OMI Digital IQ, Strategic Marketing, Online PR, Six Sigma, Financial Performance, HubSpot Inbound Marketing, Hootsuite, Marketo, Social Media
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Publications

Translation of two printed Harlequin romance novels from English into Bulgarian: "The Cowboy Next-door" & "Chocolate Kisses" that sold quite successfully

Numerous articles for Joomla! Community Magazine, including:

- Five Great SEO Resources: Be Your Very Own SEO Expert for Free
- Help! With 1.7 Out and 2.5 Just In, What Should I Do? Upgrade or Wait?

Authorship of an SEO chapter in the Joomla! 2.5 Beginner's Guide

17 LinkedIn posts

4 Digital Doughnut posts

The Leafwire Digital/CampaignTrackly blog

Key I.T. Skills (not a full list)

Microsoft:	Office applications (Word, Excel and PowerPoint), Project, Outlook
SEO and analytics:	Google Analytics, Moz, Adobe Analytics, WebTrends, Alexa, Semrush
Email:	Mail Chimp, Lyris HQ, Marketo, Hubspot, ActiveCampaign, GetReponse
CRM:	SalesForce, vTiger, Sugar CRM, Zoho, Microsoft Dynamics
Adobe:	Photoshop, Dreamweaver, Fireworks, Flash, Indesign, Captivate, Acrobat Pro
Web:	HTML, CSS, DotNetNuke, Hubspot, Joomla, Wordpress, SharePoint
Social Media:	Audiense, Followerwonk, Buffer, Comun.it, Hootsuite, Canva, Keyhole, etc.

Personal Details

Languages:	Fluent English, Russian and Bulgarian, basic French
Interests:	Cycling, creating websites and trialling innovative social media and marketing software

References available on request
