

HRISTINA TSANKOVA

Strategist

Contacts

Sofia, Bulgaria

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Hristina Tsankova

Education

Bachelor's Degree in Advertising

New Bulgarian University | 2022–2026

Email Marketing, EMS & Inbound

HubSpot Academy | July 2026

Social Media Marketing

SoftUni Digital | 2024

Comprehensive UX & UI Design Program

SoftUni Creative | 2020–2022

English, Spanish, Mathematics and Entrepreneurship

Language High School "Exarch Joseph I" | 2017–2022

Personal Profile

I am happiest when life feels dynamic - when I am learning something new, moving my body, exploring an idea or challenging myself in a different way.

I enjoy meaningful conversations, discovering new perspectives and understanding what motivates people. I am naturally drawn to experiences that take me outside my comfort zone, because I believe that confidence is built by doing things before they feel completely familiar.

I approach life with energy, openness and a desire to keep evolving, while staying grounded, dependable and attentive to the people around me.

Professional Experience

Brand Assistant

Econt Express | July 2025 – February 2026

- Created and adapted internal, partner and customer communication materials for company initiatives, service updates and events.
- Coordinated information, content, approvals and deadlines between internal teams, regional offices and external partners.
- Helped plan and communicate office celebrations by collecting stories, photos and videos from teams across the country.
- Supported the organisation of a corporate Christmas event for more than 500 employees, including invitations, programme materials and communication with participants and partners.
- Researched and improved internal communication platform for a company network of more than 4,500 users.

Projects

Freelance Social Media Campaign Manager

International Social Media Campaign | November 2025 – January 2026

- Coordinated creators, content briefs, feedback, revisions and publishing throughout a three-month international campaign.
- Wrote and adapted campaign copy and communication materials for different audiences and social media channels.
- Tracked deadlines, project expenses and campaign progress and supported the final reporting.

Brand Strategy & Visual Identity

VIVACOM Regional Grant | March 2025 – April 2025

- Developed the project's positioning, target audience, values and key communication direction.
- Created the visual identity, including the logo concept, colour palette, typography and brand guidelines.
- Structured and presented the final brand strategy and creative concept.

Skills & Tools

↻ Adaptability ✓ Reliability ✦ Curiosity

Content Creation
Copywriting
Social Media Marketing
Campaign Coordination
Project Coordination
Client Communication
Brand Communication
Creative Strategy

Languages

Bulgarian - Native
English - Fluent
Spanish - Basic

Canva
CapCut
Meta Business Suite
Instagram Insights
TikTok Analytics
YouTube Studio
Trello
Jira
Microsoft Office
Google Workspace
ChatGPT
Manus
Gemini

Social Media Marketing Specialist & Project Coordinator

Anomaly.bg | July 2024 – April 2025

- Planned and created social media content for more than 10 brands across Instagram, Facebook, TikTok and YouTube.
- Developed content ideas, captions, monthly plans and creative briefs based on each brand's goals, audience and tone of voice.
- Communicated directly with clients, presented ideas and coordinated feedback, revisions and approvals with designers and other team members.
- Managed multiple projects simultaneously, keeping track of deadlines, content status and publishing schedules.
- Monitored content performance through Meta Business Suite, Instagram Insights, TikTok Analytics and YouTube Studio and used the findings in reports and future planning.

Competitions

AdVenture 2025 - Finalist

Media & Strategy Director for a Taylors of Harrogate campaign based on research with 920+ survey participants and 15 interviews.

Reklamna Akademia 2025

Developed the strategic and creative direction for the "Reload" electrolyte campaign.

AI Marketing HackSprint 2023 - Finalist

Created an AI-supported marketing concepts as part of a time-limited team challenge.

Interests

