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marinovportfolio.com

PROFILE

Advertising platforms keep changing, so I stay informed about every algorithm update from Meta, Google and TikTok, however small. I follow Andromeda's development daily and read Meta's official publications to understand what these changes mean for customer personas, messaging, creative assets and campaign structure. Combined with my design background, these insights help me create the best possible advertising materials.

I combine these strengths with the ability to interpret metrics from live campaigns, pinpoint the issues they highlight and identify the right approach to improve results.

LANGUAGES

Bulgarian ●●●●●

English ●●●●○

CERTIFICATES

Google Ads Search Certificate

Google Ads Measurement Certificate

Google Analytics Certificate

ADRIAN MARINOV

PAID MEDIA AND CREATIVE MARKETING SPECIALIST

WORK EXPERIENCE

International Brand Growth Projects

Paid Media And Creative Marketing Specialist

2020 - 2026

• Contributed to the growth of several international brands, as they scaled their online business to seven-figure revenue.

• Worked across the full advertising process: competition research, angles, hooks, creatives, ad copy, campaign setup, reporting and optimization.

• Created ad concepts for Meta, Google and TikTok based on preliminary research and a clearly defined customer avatar, with a focus on their pain points and desires.

• Used 10 years of previous graphic/web design and video editing experience to shape ads that communicated clearly and were built for testing.

• Reviewed Meta Ads reports to track spend, CTR, CPC, CPM, CPA and creative-level performance.

• Used campaign data to identify stronger messages.

Please visit my personal website at marinovportfolio.com to view my portfolio.

EDUCATION

Vocational High School of Automation "Sandor Petofi"

Automation Technology

SKILLS

- Meta Ads
- Google Ads
- TikTok Ads
- Video Creation & Editing
- Graphic & Web Design
- Online Store Development
- Online Store Management & Scaling