

Curriculum Vitae: Lachezar Ivanov

(revised 04/2016)

European University Viadrina

Chair of International Marketing

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Professional Experience

01/2016 – present Research Assistant

Chair of International Marketing at

European University Viadrina, Frankfurt (Oder) (Germany)

07/2015 – 09/2015 Business Development Intern – Manager of an online store for hearing protection

audibene GmbH, Berlin (Germany)

10/2013 – 09/2014 Editor and Foreign Correspondent in Britain and Bulgaria

mibb Medienkompetenz- und Innovationsförderung GmbH, Berlin (Germany)

07/2013 – 09/2013 International Marketing Intern in a Real Estate Agency (also in 02/2013 – 03/2013)

Dom za Vas LTD, Pernik (Bulgaria)

10/2012 – 06/2013 Research Assistant

Chair of International Management at

European University Viadrina, Frankfurt (Oder) (Germany)

01/2009 – 09/2011 Independent Web Developer

HTML5, CSS3, Wordpress™, Adobe Dreamweaver™ & Photoshop™

Education

10/2014 – present Studies of International Business Administration (M.Sc.)

European University Viadrina, Frankfurt (Oder) (Germany)

Majors: Consumer Behaviour, Marketing Communications,

Consumer-to-Consumer Marketing, Quantitative Research Methods

09/2013 – 07/2014 Studies of International Business – BA (Hons) – Passed with First Class Honours
Manchester Metropolitan University, Manchester (United Kingdom)

Majors: Integrated Marketing Communications, International Business Strategy,
Project Management, Business Project – Research

10/2011 – 09/2014 Studies of International Business Administration (B.Sc.) – Passed with distinction
European University Viadrina, Frankfurt (Oder) (Germany)

Majors: International Marketing, International Management, Finance, Economics

Languages and certificates

Bulgarian – native language

English – Certificate in Advanced English (Cambridge) - level C1

German – Deutsches Sprachdiplom der Kultusministerkonferenz - level C1

Volunteer

12/2011 – present University Ambassador

European University Viadrina, Frankfurt (Oder) (Germany)

Honours and awards

10/2013 DAAD Prize - Award by the German Academic Exchange Service (DAAD) for
outstanding achievements of international students at German universities