



MARKETER AND BEHAVIORAL SCIENTIST

LACHEZAR IVANOV

CONTACT ME

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PERSONAL PROFILE

I am a behavioral scientist, applying frameworks from behavioral biology to marketing and advertising.

AREAS OF EXPERTISE

- Marketing Strategy, esp. Branding
- Market Research
- Marketing Communications
- Product Marketing

OTHER SKILLS

- Analysis and problem definition
- Research, including literature review
- Setting up and evaluating experiments
- Communication of research findings
- Writing
- Presentation skills
- SPSS
- HTML and CSS

LANGUAGES

- English
- German
- Bulgarian

WORK EXPERIENCE

RESEARCHER AND PH.D. CANDIDATE

European University Viadrina, Germany | 2017 – Present

- Dissertation working title: Behavioral Science in Marketing and Advertising: Essays on Gender and Humor, Health Communication, and Pro-Environmental Behaviors
- Publications in Int. Journal of Advertising (1,2) and in Sustainability (3)
- Five presentations at marketing conferences
- Three invited talks (most recently at [Miami Ad School](#))
- A [webinar](#) with Ogilvy's Jordan Buck and Rory Sutherland
- Over fifty [newsletter](#) blog posts

BUSINESS DEVELOPMENT INTERN

audibene GmbH, Germany | 2015

- Google Ads for a company in the healthcare sector

EDUCATION HISTORY

UNIVERSITY OF MICHIGAN

ICPSR Summer Program in Quantitative Methods, 2018

- Experimental research methods, Advanced regression analysis

EUROPEAN UNIVERSITY VIADRINA

Master in International Business Administration, 2014–2017

- Passed with distinction

THE MANCHESTER METROPOLITAN UNIVERSITY EUROPEAN UNIVERSITY VIADRINA

Double Bachelor in International Business Administration, 2011–2014

- Passed with distinction