



MARKETING CONSULTANT | BEHAVIORAL SCIENTIST

# Dr. Lachezar Ivanov

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## CONTACT ME

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## AREAS OF EXPERTISE

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

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## 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

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## LANGUAGES

- English
- German
- Bulgarian

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## WORK EXPERIENCE

### MARKETING CONSULTANT | BEHAVIORAL SCIENTIST

Self-employed, Germany | 2019 – Present

- Marketing strategy, market research, and behavioral science for brands and agencies

### RESEARCHER | PH.D. CANDIDATE

European University Viadrina, Germany | 2017 – 2021

- Dissertation title: Evolutionary Behavioral Science in Marketing and Advertising: Essays on Gender and Humor, Health Communication, and Pro-Environmental Behaviors (passed with the highest distinction)
- 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
- Host of a [session](#) on behavioral science at the Now Fest 2021
- Over sixty [newsletter](#) blog posts

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## 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