



GABRIELA BOGDANOVA

Search Marketing Specialist

CONTACT

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EDUCATION

University of Muenster

Master of Communication Science

2022 - 2024

University of Muenster

Bachelor of Communication Science

2018 - 2022

Marketing Academy, NetIt Center

Marketing-Training

2020

SKILLS

- Search Strategy & Keyword Research
- SEO Auditing & On-Page Optimization
- Performance Marketing & Campaign Management
- Content Creation & Search-Focused Copywriting
- GEO & AI Search Visibility
- Performance Tracking & Reporting
- Digital Marketing Strategy
- Team Leadership & Cross-functional Collaboration
- Search Marketing Training & Workshop Design
- HTML & CSS

ABOUT ME

Search marketing specialist with hands-on expertise in SEO, paid search, and content strategy. I help businesses grow their visibility across organic and paid channels – whether as part of an in-house team or as an independent consultant.

I develop search strategies, manage Google Ads campaigns, optimize website structure and content, and translate performance data into clear, actionable decisions. I also design and deliver training programs that help teams build search marketing confidence in-house.

TOOLS & PLATFORMS

Paid & Organic Search

- Google Ads
- Google Search Console
- Google Analytics
- Google Tag Manager
- SISTRIX
- SEMRush
- Serpstat
- Ubersuggest

CMS

- WordPress
- Typo3
- Pimcore
- Plenty

Creative & Design

- Canva
- GIMP
- Midjourney

PROFESSIONAL EXPERIENCE

Senior PPC Manager

11/2025 - Present

ES Bright Consultants LTD

- Manage and optimize Google Ads campaigns to improve performance, visibility, and ROI
- Conduct keyword research, campaign structuring, and bid optimization
- Monitor campaign performance and analyze KPIs to identify growth opportunities
- Align paid search activities with broader digital marketing strategies

SEO/SEA Marketing Manager

04/2024 - 10/2025

Cyrano Kommunikation GmbH

- Managed SEO and SEA activities to improve search visibility and campaign performance
- Developed keyword strategies and optimized website content for organic search
- Analyzed campaign performance to identify optimization opportunities
- Supported performance marketing initiatives and contributed to content-driven visibility strategies

Online Marketing Manager

06/2023 – 01/2024

V4 Visions

- Managed SEO initiatives for e-commerce websites, improving product and category page visibility in search results
- Optimized product listings, metadata, and site structure to support organic search performance
- Supported agency marketing activities and digital campaigns for multiple client accounts
- Monitored search and website performance metrics to identify optimization opportunities

Online Marketing Specialist

11/2021 – 05/2023

CW Media Alliance GmbH

- Supported SEO and content marketing initiatives, including keyword research and search analysis
- Managed social media channels and digital content distribution
- Created visual and written marketing content for online campaigns
- Assisted in executing email marketing and multi-channel marketing activities

President of the

Local Muenster Committee

01/2021 – 01/2022

AIESEC in Germany

- Led the strategic and operational management of the local committee
- Coordinated multiple teams and ensured alignment across marketing, sales, and operations
- Oversaw performance tracking, project timelines, and goal achievement
- Represented the organization in external partnerships and international collaboration

Sales Manager

08/2020-10/2020

Mindful Minds Management GmbH

- Developed and implemented sales strategies to acquire new clients
- Maintained client relationships and provided tailored consultations
- Monitored market trends and sales performance
- Coordinated sales activities and supported team performance

Teamleader Marketing

03/2020 – 12/2020

AIESEC in Germany

- Led the planning and execution of marketing initiatives supporting organizational campaigns
- Coordinated a marketing team and ensured efficient task distribution and collaboration
- Developed target audience personas and conversion-focused campaign strategies
- Managed content creation, social media activities, and campaign performance tracking

PROJECTS

SEO & GEO Video Training

2026

Created a video training on SEO and GEO, exploring how search engines and AI-driven systems evaluate and surface content. Covered key SEO principles, common pitfalls, and the shift in search behavior and AI-based discovery.

Digital Presence & Branding Setup

2025/26

Developed a client's digital presence from scratch, including website creation, content development, and setup of Google Business Profile and Search Console. Created job postings across platforms and established social media presence and brand identity.

SEO & SEA Workshop Series

2025

Designed and delivered a 3-part workshop series on SEO and SEA fundamentals. Covered search strategy, keyword research, website optimization, and performance measurement, supported by hands-on exercises using tools such as Google Ads, Google Search Console, and SISTRIX.

CERTIFICATES

Certificate in Advanced English (CAE)

Cambridge English

Deutsches Sprachdiplom (DSD)

Kultusministerkonferenz

Der ultimative HTML5 und CSS3 Komplettkurs

Udemy

Google Analytics Certification

Google Digital Academy

LANGUAGE SKILLS

- English [C1]
- German [C1]
- Bulgarian [Native]