

## Svetlin Dimov

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### **Objective**

To obtain a position at a media/advertising/market research agency where I can utilize my digital and traditional media/advertising/market research experience in creating client-tailored research solutions, in identifying, analyzing, and reporting audience insights, market trends, advertising effectiveness, campaign ROI, and brand equity for Fortune 100/500 clients from a variety of industries.

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### **Digital Media / Market Research Experience**

#### **Business Analyst in Product**

*Dose Media (Formerly Spartz), Chicago (Feb. 2016 – June 2016)*

- Established from scratch a cheap-to-run digital brand lift surveying infrastructure to measure the impact of Dose's advertising on driving our clients' target audience through the purchase funnel (e.g. new user awareness, intent, purchase; campaign ROI)
- Set up a brand tracking program for the Dose and OMG Facts brands
- Managed paid social media campaigns with a six figure monthly budget
- Tested, optimized, and distributed digital advertising content to make it go viral
  - Designed, optimized, analyzed, A/B tested ads
  - Improved written and graphic advertising content creation through extensive ad analyses
- Designed research studies that improved existing business processes
- Performed ad-hoc data analyses for clients and internal stakeholders (from CEO to associated editors)
- Prepared presentations for conferences and client sales pitches
- Automatized data extraction and daily reporting writing R scripts

### **Market Research Experience**

#### **Business Analyst in Client Management**

*Millward Brown, Chicago (Feb. 2015 – Jan. 2016)*

- Evaluated pre-market advertising performance - Copy/ad testing
- Tracked in-market advertising performance - Ad tracking
- Tracked brand equity - Brand tracking
- Conducted quantitative market research
  - Custom research studies, research/questionnaire/survey design, mall/online panels, banner & tab set up
  - Data analysis, stat testing, charting, analysis write up, presentation of findings/recommendations to clients
- Nurtured relationships with Fortune 100/500 clients across a range of industries including financial services (e.g. credit card, banking, insurance, healthcare), CPG, retail – Client Management
  - Identified clients' business needs and utilized best in class market research solutions as well as custom research design to inform strategies for meeting these needs
  - Recognized the story behind the data and presented it dressed as actionable insights that deliver real value based on the particular business need

### **Data Analysis Experience**

#### **Graduate Student Researcher**

*NU Speech Communication Research Group (Jan. 2012 – June 2014)*

- Recruited and ran subjects for multiple communication research experimental studies with NU IRB certification
- Researched intelligibility-enhancing strategies for foreign-accented speakers of English
- Extracted acoustic measurements from a digital speech corpus and organized data into spreadsheets
- Performed extensive statistical data analyses (e.g. mixed effects models); plotted findings in easy to read graphs

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### Graduate Student Researcher

*NU SoundLab* (Mar. 2012 – June 2014)

- Created digital speech stimuli to experimentally manipulate subjects' acquisition of novel speech patterns
- Recruited and ran subjects for an experimental study with NU IRB certification
- Performed statistical data analyses (e.g. mixed effects models) and plotted findings in easy to read graphs

### Undergraduate Student Researcher

*UC Berkeley Phonology Lab* (Dec. 2009 – Dec. 2010)

- Investigated how multiple social and cognitive variables affect verbal behavior
- Created/utilized questionnaire surveys and devised experimental design
- Applied for and obtained UC Berkeley IRB approval, recruited and ran subjects for an experimental study
- Extracted acoustic measurements from digital speech files and organized data into spreadsheets
- Performed statistical data analyses (e.g. regression modeling) and plotted findings in easy to read graphs

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## Course Management / Teaching Experience

### Graduate Teaching Assistant (6 undergrad courses)

*Northwestern University* (Sept 2012 – June 2014)

- Prepared presentations and delivered lectures in NU undergraduate courses
- Taught undergraduate students in regularly scheduled discussion sections and office hours
- Graded assignments, papers, exams, etc. and provided clear and detailed feedback
- Managed organization of NU undergraduate courses
- Managed NU Blackboard (NU's online course management system) and conducted statistical analyses for grades
- Managed communication and resolved academic/personal issues as a liaison between undergraduates and faculty

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## Education

### Northwestern University

Dec. 2014

**M.A. in Linguistics** with a specialization in **Cognitive Science** (GPA 3.81/4.00)

### University of California, Berkeley

Dec. 2010

**B.A.** with High Distinction and Honors in **Linguistics** (GPA 3.83/4.00)

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## Skills

### Software

Facebook Power Editor | Ads Manager, Google Analytics, R, SPSS, Kantar Media, Word, Excel, PowerPoint

### Languages (5-full professional proficiency, 1-elementary)

Bulgarian (5), German (5), Russian (4), Spanish (2), Turkish (3), Japanese (3)

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## Awards, Fellowships, Scholarships

Northwestern University Graduate Fellowship (full stipend)

*Northwestern University* (2011 – 2012)

Phi Beta Kappa

*UC Berkeley* (2011)

Jesse O. Sawyer Undergraduate Award in Sociolinguistics

*UC Berkeley* (2010)

Honors in Linguistics

*UC Berkeley* (2010)

High Distinction in General Scholarship from the College of Letters & Sciences

*UC Berkeley* (2010)

UC Berkeley Undergraduate Scholarship (full stipend)

*UC Berkeley* (2008-2010)