



Svetlana
Savova

Director by trade, teacher at heart! I have 10+ years of experience in the Edtech and E-learning, social projects, and pharma industry.

I believe in life-long learning. I'm a fast learner, a great listener, a good presenter, a leader, a team player, flexible, and with an open mindset. My current knowledge, experience, and interests would benefit your organization.

I am always open to new opportunities to make a positive change. I love traveling and exploring the world, seeing its beauty with my own eyes.

PROFESSIONAL BACKGROUND

◆ JUNE 2024 - NOW

VEDAMO

BOARD OF ADVISORS - PARTNERSHIPS & SALES

◆ OCT 2013 - MAY 2024

VEDAMO

PARTNERSHIPS & SALES

TRAINING & CONTENT CREATION

VEDAMO Virtual Classroom and Learning Management System. It's an interactive live teaching platform, purpose-built for education
<https://vedamo.com>

- 💡 **Market Expansion:** implementing a well-rounded strategy that considers cultural, regulatory, and educational differences to expand the clients' base from Bulgaria to diverse regions like Europe, the USA, Canada, the Middle East, Africa, and Latin America.
- 💡 **Revenue Growth:** implementing effective sales strategies, market and target group understanding, to successfully onboard over 20,000 clients for the company.
- 💡 **Strategic Partnerships:** successfully establishing key partnerships with Google for Education, Instructure (Canvas LMS), Moodle, Schoology, D2L Brightspace, Itslearning, Global Grid for Learning (GG4L), and other industry leaders which expand a company's reach and influence.
- 💡 **Training and Support Programs:** implementing comprehensive training programs for educators and administrators in each region to ensure a smooth onboarding process. Conducting webinars, discussions, and events participation to build a strong community and network.
- 💡 **Sales Team Development:** Building and leading high-performing multinational sales teams, implementing effective training programs, and achieving increased productivity and efficiency among team members. Lead generation, pre-and post-sales, retention, key account management, CRM, negotiations, relationship building, networking, etc
- 💡 **Building Product Credibility:** Collecting success stories and testimonials from users in each target region. With my effort, VEDAMO is an award winner in many competitions and is recognized as one of the top five virtual classroom platforms worldwide on G2 annual reports.
- 💡 **Other:** comparison charts, email marketing strategy, automation, user flows, onboarding, blog articles, video content, presentations, marketing materials, events, etc.

◆ OCT 2013 - OCT 2021

Proznanie Foundation

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SKILLS

Computer skills

Communication

Collaboration

Problem-Solving

Critical Thinking

Adaptability

Leadership

Negotiation

Presentation

Motivation

Project management skills

Email marketing

Training and teaching

Events management

Public relations

Copywriting

and many more...

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PARTNERSHIPS AND COMMUNICATIONS MANAGER

A cluster of programs focused on creating opportunities and implementing technologies that lead to continuously improving access to education through innovative solutions.

<https://proznanie.com>

- Managing different educational social projects involving various activities to achieve positive social impact.
- Course creation and teacher training programs adapted to serve various disadvantaged communities, such as children with special educational needs; minorities; refugees; children without parental care, dropouts, and others.
- Media interviews and publications, presentations, events, public relations, communications, guides, and video tutorials.
- Partnerships, sponsorships, educators community, etc.

MAR 2018 - SEP 2020

Teenovator Project

PROGRAM DIRECTOR

A program that creates and facilitates startup clubs at Bulgarian high schools.

<https://teenovator.bg>

- Project management, event management, community building, partners, sponsors, reports, startup community networking, mentors' teams matchmaking, students' group communication, social media, articles, content creation, media appearances, etc.

MAR 2012 - OCT 2013

GlaxoSmithKline Pharma GmbH

ADRIATIC CLUSTER ASSISTANT

A global biopharma company. Its R&D focus is on four therapeutic areas: infectious diseases, HIV, respiratory/immunology, and oncology.

<https://gsk.com>

- Assist in day-to-day administrative tasks, data and project management.
- Facilitate communication, internally among team members and externally with partners, clients, or stakeholders.
- Plan and coordinate events, meetings, and conferences. It involves logistics, agenda preparation, and ensuring smooth event execution.
- Prepare reports, presentations, and documentation, and collaborate with cross-functional teams.

OCT 2010 - MAR 2012

ARPharM - Association of Research-based Pharmaceutical Manufacturers in Bulgaria

OFFICE MANAGER

A non-profit organization. The Members of ARPharM are research-oriented manufacturers of medicines from all over Europe, the US, and Japan, investing in the development of the pharmaceutical industry.

<https://arpharm.org>

JAN 2007 - SEP 2010

Private Language School "Ekaterina"

ENGLISH AND LITERATURE TEACHER

MEDIA APPEARANCES



Between 2016 and 2023, I have over **100 interviews and publications.**

See more



ADDITIONAL PROGRAMS

JAN 2021 - MAR 2021

Bulgarian Innovation Hub (BIH)

ACCELERATOR PROGRAM

OCT 2019 - MAR 2020

Reach for Change

ACCELERATOR PROGRAM

JAN 2018 - FEB 2018, SILICON VALLEY, USA

The European American Enterprise Council (EAEC)

ACCELERATOR PROGRAM

NOV 2017, ITALY AND THE USA

Ready2Go Program

THE EUROPEAN COMMISSION PILOT PROJECT TO PROVIDE AN INDIVIDUAL TRAINING AND COACHING PROGRAM FOR EU COMPANIES GO GLOBAL

VOLUNTEERING PROJECTS

2018-2020

Leading Teenovator Project

Teenovator is a program that creates and facilitates start-up clubs at Bulgarian high schools. I helped to launch this project in Bulgaria from its beginning. Also, I was mentoring some of the teenagers in the program.

2014-2016

Teaching dropouts from Roma society and refugees

Additional school and exam support was provided online for young people in the Roma ghettos in Bulgaria. I was teaching them in Bulgarian language and literature.

Interactive online sessions for refugees from Afghanistan and Syria who were enrolled in local state schools. The courses provided additional support in learning the local language and catching up with the school study material.

2014-2016

Production Director, Tarator Media

Directing a TV educational reality program for children up to 7 years as a co-production with the Bulgarian National Television, called "Tursachi na mechti" (Dream Seekers). In collaboration with Nencho Balabanov.

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LANGUAGES

(native) **Bulgarian**
★★★★★

English
★★★★★

Russian
★★★☆☆

German
★★★☆☆

EDUCATIONAL BACKGROUND

- ◎ **2023**
**Kennesaw State University in Georgia,
University System of Georgia, USA**
SPECIALIZATION
Professional Selling - Think Like a High-Performer
- ◎ **2014-2015**
**University of California, Irvine,
USA**
SPECIALIZATION
Virtual Teaching
- ◎ **2008-2010**
**University of National and World Economy,
Bulgaria**
MASTER'S DEGREE
Human Resources Management / Personnel Administration
- ◎ **2003-2007**
**Sofia University St. Kliment Ohridski,
Bulgaria**
BACHELOR'S DEGREE
Bulgarian Philology

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my contacts

