

STANISLAV MLADENOV

Digital Marketing, AI & Content Specialist | Web Developer & Designer | Project & Event Manager

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EXPERIENCE

Founder/Owner, Project & Marketing Manager

StanislAppVentures, SP

2020 - Curr Amsterdam, the Netherlands

- Freelance small company specializing in marketing, social media, video production, events, book & music publishing, web development, project management, administration and media agency. I am currently busy with two projects:
 - Creative/Marketing Manager, Rapido Events** - Leading branding, engagement, and community growth for Amsterdam's biggest LGBTQIA+ events (Rapido & Funhouse). Managing 15+ events/year, with 7K attendees per event and 20K tickets sold annually. Rapido also hosts international events in Madrid, Mykonos, Antwerp, Barcelona, São Paulo, LA, and the French Alps. [More info.](#)
 - Publishing Manager, "Don't Tell Mama"** - Managing the Dutch edition of an award-nominated book by Dr. Nikolay Yordanov (producer for Discovery, TLC, NatGeo, X Factor, etc.). Overseeing translation, launch events, publishing, marketing, and future book deals. Featuring top Bulgarian artists like Preyah and Vanya Shtereva. [More info.](#)

Project & Event Manager

Westergas Ltd.

2021 - Curr Amsterdam, the Netherlands

- Overseeing audience engagement, strategies, crowd management and operations at top Dutch venues (Westerunie, Westergas, Gashouder, etc.). Managed projects for festivals and artists like Björk, Carl Cox, Charlotte de Witte, Kim Petras, Awakenings, Milkshake, ADE, Amsterdam Pride and more.

Marketing Content Creator & Project Tour Guide Organiser

Youseum Ltd.

2021 - 2023 Amsterdam, the Netherlands

- Led project-based tours in different languages with around 100 visitors, overseeing logistics and ensuring seamless visitor experiences. Developed, filmed, and managed marketing content for social media (my [TikTok](#), 7K+ engagement), driving engagement and helping the museum's following to get over 40,000. Contributed to brand strategies and audience growth through targeted content creation.

Project Manager, Media Producer & Content Acquisition Specialist

Socialbite Ltd. - Food Reaction

2021 Amsterdam, the Netherlands

- Led high-volume content production (10+ videos/day for a year) and maximised ad revenue, increasing social media pages to a follower base of over 2 million. The top 4 most successful projects I have managed for Food Reaction achieved: €230 000 in ad revenue from 92 million views, €122 500 in ad revenue from 49 million views, € 80 000 from 32 million views, €60 000 from 24 million views according to Meta Analytics.

Project Manager, Media Producer & Content Acquisition Specialist

Northern Arizona University IT Department & NAZ Today TV Station

2020 Flagstaff, Arizona, United States of America

- Managed creative projects like photoshoots of events with NAU's Vice President and content production of the grand opening of [NAU E-sports lab](#) for NAU's IT department.
- Managed TV room project operations and coordinated production processes, including camera work, [TV reporting](#), and editing. Conducted interviews, uploaded shows, and ensured smooth project execution from filming to broadcast. Contributed to content creation and overall media strategy.

Marketing, Communications, Project & Product Manager

Heldeep Records (Oliver Heldens), published by Universal Music Group, Internship

2021 Hilversum, the Netherlands

- Managing new releases, marketing, motion design, and product strategy for the catalogue of Universal Music Group partner Heldeep Records: Oliver Heldens, Curbi, Mr. Belt & Wezol, James Hype, Ida Corr, Firebeatz, Pbh & Jack and Chocolate Puma. Projects managed included ad translation, release planning, and communication with artists.
- Led the project for the music [video](#) of UMG artists PBH & Jack - Lose CTRL. Organised a music video dance contest, acquired the content, filtered, produced & edited the video using motion graphics. The project had an engagement of over 500,000 on social media platforms. Since posting, revenue grew by €22,560 from 6 million Spotify streams.

Social Media Manager

Azerion Group, Internship

2019 Amsterdam, the Netherlands

- Responsible for Facebook and Instagram pages with over 7 million people following with projects I have managed reaching engagement of millions.
- Communicated and managed the video editing team for the current project.

SUMMARY

In my work experience and at my small company called "StanislAppVentures", I specialise in Digital Marketing, AI, and Content Strategy to help businesses grow and thrive. I offer flexibility with the option of fulltime but also part-time employment and client & project based employment through my company. I also offer expertise in Web Development, UX/UI Design, and creating seamless digital experiences. In addition, I provide comprehensive Project and Event Management services, overseeing all aspects from strategy to execution. Visit [stanisl.app](#) to learn how I can drive innovation and efficiency for your brand.

LANGUAGES

Bulgarian Native	●●●●●
English Native	●●●●●
Russian Advanced	●●●●●
Dutch Intermediate	●●●●●

SKILLS

Motion Graphic Design

- Adobe After Effects

Graphic Design

- Photoshop

Video Editing

- Premiere Pro
- Final Cut Pro

Marketing & Data Analytics

- R
- Burp Professional Suite
- SPARQL
- SEO
- Google Analytics
- Meta Business Suite
- TikTok Creator Analysis

Web Design

- HTML
- JavaScript
- CSS

UX/UI

- Figma

Web Development

- Python
- SQL
- Bootstrap
- Python

Cloud Services

- AWS
- Google Cloud

Project Management

- Administration/Taxes
- Budgeting

Project management

- Crowd Control
- Floor management
- Entrance management

Project Manager, Lead Musical Actor & Pianist

Sofia Municipality Centre for Arts and Culture

📅 2002 - 2018 📍 Sofia, Bulgaria

- **Organiser & lead role of 40+ productions** across 20+ cities in Bulgaria & abroad in award-winning theatre productions, including the musical Aunt of Stasi (2018 Veliko Tarnovo Municipality Grand Prize), Afternoon Games (2018 First Prize, Veliko Tarnovo Municipality), and “Miracle Unheard/Miracle Unseen” (2015 First Prize, Veliko Tarnovo Municipality).
- Lead roles in prestigious venues such as Theatre Sofia and Bulgaria’s National Theatre “Ivan Vazov” acting together with renowned actors Asker (Bulgarian Tony’s) winner Dimitar Rachkov and X Factor host Maria Ignatova.
- **Collaborated in acting and organising with award-winning artists**, e.g., Sofia Bobcheva (Ikar Winner: Bulgarian Oscar’s, Grazia Woman of the Year), Elizabet Yakimova (Dancer Woman of the Year 2025), Katrin Krasimirova (Tokyo Runner Up 3D Mapping Festival).
- **Television & Film:** Lead singer & actor in **BNT, bTV, NOVA TV, Sinor** (Snoovies Film Fest London Winner).
- **Music Production:** Recorded & co-produced **15+ songs & music videos; 1st place winner two times** at the **International Piano Competition in Pernik, Bulgaria**; performed with artists like Orlin Pavlov, Toni Dimitrova, and DJ DNA.

Volunteering

Community Event & Project Manager

Different companies in different countries, such as **Tedx, Nickelodeon Slimefest, Flagstaff Arizona Pride, DGTL, Radion, V&V**, Volunteer

📅 2018 - Curr 📍 Amsterdam, the Netherlands

- Volunteering for community events in the Netherlands, Bulgaria and the U.S.A. supporting the queer, music arts communities as well as University volunteering.

Project Manager and Production/Workshop Organiser for Erasmus/EU+ of Maverick NGO

Sofia Municipality & Erasmus+ of the EU, Volunteer

📅 2018 - Curr 📍 Sofia, Bulgaria

- A non-governmental organisation dealing with educating young EU citizens in various fields of art, education, entrepreneurship and skills.
- Organised training courses in social entrepreneurship, creativity and performance in Bulgaria, Spain, Italy and Slovenia.

President of People to People International

First English Language School, Volunteer

📅 2016 - 2017 📍 Sofia, Bulgaria

- President for the school year of PTPI Bulgaria: the Doves Chapter.
- Organised charity services and events.

Got Talent Semi-Finalist

Fremantle Media, BTV Group & Sofia Municipality

📅 2016 - 2017 📍 Sofia, Bulgaria

EDUCATION

Artificial Intelligence & Marketing University Coursework

Vrije Universiteit Amsterdam, Faculty of Science & School of Business & Economics

📅 2022 - 2024 📍 Amsterdam, the Netherlands

- Over 100 ECTS in Python, Marketing, Consumer Behaviour, Programming, R, Java, JSON, Data Analytics, SQL, ML, Logic
- Exchange in National Taiwan University in Taipei, courses in computer science.
- Completed Projects: website development ([stanisl.app](#)), chatbot, database management, game bots, Petri nets and software engineering

Bachelor of International Media & Entertainment Management (Creative Business)

Breda University of Applied Sciences, Academy for AI, Games, and Media

📅 2017 - 2021 📍 Breda, the Netherlands

- Bachelor thesis for Oliver Helden’s record label Heldeep Records published by Universal Music Group.
- Curriculum: Marketing, Statistics, Internship Research, Financial Management, Web Design, HTML, CSS, Bootstrap, Business Strategy, Legislation, Production, Content.
- Director of BBC-equipped TV [show](#) conducted at Bournemouth University, responsible for a team of 30.
- Minor Marketing & Management at HU Utrecht and simultaneously work as media project manager in Amsterdam.
- Exchange semester and simultaneously work in communications in Northern Arizona University, USA. Script supervisor and project manager for award-winning UTV Studio’s production of this [movie](#) in Arizona, USA.

High school Diploma (VWO Equivalent)

First English Language School

📅 2012 - 2017 📍 Sofia, Bulgaria

- Graduated summa cum laude while working in musical theatre, project management, television and production organiser with a GPA of 9.6/10. Area of focus: Languages & IT. Certifications: Licensed Tourguide.
- Top 5 high schools in Sofia and the country.