



# MANUELA TOTEVA, PH.D.

## EDUCATION

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- Ph.D.** [Sofia University “St. Kliment Ohridski,”](#) January 2022  
**Public Communications and Information Sciences**  
Dissertation: “Effective communication instruments of digital marketing in the software industry (psychological and cultural specifics of the consumers in Bulgarian and Germany in the period 2017 – 2021).”  
Advisor: Prof. Dr. Teodora Petrova
- MS** [University of Chemical Technology and Metallurgy,](#) October 2016  
**Industrial Management**  
Professional Qualification: Manager  
*Subjects:* accounting, mass service theory, energy management, investment management, maintenance, mathematics, statistics, marketing.  
Thesis: “The Management Role of the Marketing and Communications Strategy in Aurubis”  
Advisor: Prof. Dr. Eng. Dinka Milcheva
- n/a [Chartered Institute of Public Relations](#) June 2008  
**Strategic Communications**  
Professional Certification Program
- BS** **Sofia University “St. Kliment Ohridski,”** June 2006  
**Public Relations**

## HONORS AND AWARDS

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**Research visit at the Faculty of Economic Science and Media of the Technische Universität Ilmenau in Germany in the period from April to October 2019 under the framework of the Erasmus+ exchange program** April – October 2019

I participated in two academic projects during my stay: a practical course for undergraduate students on "Communication in the Digital Transformation" and a "Media and Communication" research seminar.

## RESEARCH EXPERIENCE

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**Dissertation**, Sofia University “St. Kliment Ohridski” and  
Technical University - Ilmenau 2018 - 2022  
Advisors: Prof. Dr. Teodora Petrova and Dr. Andreas Schwartz

**Research Lab member** – Project “*CoM: Insist - Strategic Communication Disruptions: Framing the Corporate Communication Challenges in Bulgaria (2021)*” funded and financed by the Bulgarian Scientific Research Fund with contract No. KP-06-M25/3 dated 14.12.2018.

**Project Lead** - research funded by the European Union, Program “Europe” with beneficent Sofia Municipality “*The growing importance of communication professionals in the context of changing European societies*” – April-October 2017

## TEACHING EXPERIENCE

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**Sofia University “St. Kliment Ohridski,”** October 2019 – January 2023  
Sofia, Bulgaria

**Associate Lecturer**, Communication and Audiovisual Production

- Content Management and Strategic Communications, an undergraduate course averaging 70 students per semester, covers the following topics: strategic communications campaigns, digital media, social channels, content mapping, audience personas, etc.
- Developed exams, and homework
- Revised the syllabus to meet accreditation standards

**Technical University - Ilmenau, Germany** April 2019 to date  
**Guest lecturer**, Economic, and Communication Faculty

- Applied Communication: Strategic Communication Management: Master course (15h) averaging 30 students in the summer semester, covering the following topics: new technologies in integrated communications, digital communication platforms, interactive social media channels, B2B communication in the tech industry, AI in strategic communications, consumer behavior.

## PUBLICATIONS

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### *Books*

Practical digital marketing tools in business-to-business organizations, 2022, St. Kliment Ohridski Press, ISBN 978-954-07-5382-9

### *Chapter publications and articles*

Kalin Kalinov, Lyuben Geshev, Gergana Markova, Hristina Slavova, Alexander Kalinov, Manuela Toteva, Bogomil Kalinov, 270° Communication Management in Bulgaria, ISBN:978-954-07-5386-7, UI "St. Kliment Ohridski," Sofia, Reviewed – chapter author

Teodora Petrova, New Industries, New Publics, ISBN 9789540755748, UI "St. Kliment Ohridski," Sofia, Reviewed – chapter author

Manuela Toteva, Effektive Instrumente des digitalen Marketings in Business-to-Business-Unternehmen,

[https://www.researchgate.net/publication/362554467\\_Effektive\\_Instrumente\\_des\\_digitalen\\_Marketings\\_in\\_Business-to-Business-Unternehmen](https://www.researchgate.net/publication/362554467_Effektive_Instrumente_des_digitalen_Marketings_in_Business-to-Business-Unternehmen), August 2022

Manuela Toteva, Effective digital marketing tools in business-to-business organizations, ISBN: 978-954-07-5382-9, February 2022, UI "St. Kliment Ohridski," Sofia, Reviewed

Manuela Toteva, The Role of Intelligent Technologies in Communications, Rhetoric and Communication, a Peer-Reviewed Scientific Journal – ISSN 1314-4464 · Oct 20, 2021

Manuela Toteva, Virtual and hybrid events – a vital tool in marketing transformation, Newmedia21.eu - ISSN 1314-3794 · Sep 25, 2020

Functions of digitization in communication 4.0 Functions of digitization in communication 4.0, Rhetoric and Communication. A Peer Reviewed Scientific Journal – ISSN 1314-4464 · Apr 30, 2019

### **Other media:**

- Participation in Bulgarian ON Air TV on a CSR project for children from the high schools in the working environment, 10 December 2013
- Interview regarding the charity in Bulgaria, Bulgarian Center for Non-Profit Law, 15 October 2015
- Interview regarding the ethics in communications, Bulgaria ON Air TV, 13 July 2015
- Interview in TV Eurocom regarding the future of the PR profession, 21 December 2016
- Interview for Manager magazine in a special edition of successful Bulgarian women, November 2018
- Communication 4.0, Economy Magazine, January 2019
- Female Leadership, Manager Magazine, November 2019
- Talk of the Town, Vagabond Magazine, February 2020
- Tools and resources for startups and entrepreneurs, <https://www.nextexitfuture.com/> · March 2021

- The Clubhouse virtual paradise, Economy magazine, March 2021
- The virtual communication world, Vagabond magazine, March 2021
- How virtual work affected the employees, Economy.bg, February 2022
- Communication in the Digital Age, Vagabond magazine, March 2022
- Dynamics of digitalization in Europe, Utilities magazine, March 2022
- The battle for 7 seconds attention, Economy magazine, March 2022

## **PRESENTATIONS AND INVITED LECTURES**

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- Lecturer in PR Master Class organized by the University of National and World Economy – Sofia – 25 April 2015
- Speaker at a workshop for PR and Marketing practitioners, Bulgarian PR Association – 25 March 2016
- Masterclass for students in marketing and communications – 28 May 2016
- Panel moderator “The Future of PR” at the PR Day celebration event in Sofia, Bulgaria – 7 July 2017
- Speaker at a webinar hosted by Anja Angeli, “5 secrets of making your career transition to Germany successful” – March 21, 2018,
- Doctoral seminar with international participation, FJMC, 29.05.2019, Communication in the digital transformation era.
- Doctoral seminar "Media and Communications," part of Clement Days of SU "St. Kliment Ohridski," Rectorate of SU, 3.12.2019, report on "Effective communication tools of direct digital marketing - parallel between Bulgaria and Germany."
- Forum for undergraduate students in crisis communications; Technical University - Ilmenau; 1.02.2019.
- Jury participation in a student competition at Ilmenau University of Technology in partnership with BOSCH - July 2019. Project leader: Dr. Andreas Schwarz.
- Lecturer at an SME workshop organized by the Bulgarian Chamber of Commerce and Industry, “B2B partnerships and digital marketing. How to create useful content for b2b in an online environment” – 12 November 2019
- Doctoral seminar "Media and Communications," November 27, 2020.
- Participation in a "Virtual Events" report at the International Scientific Conference "Quality Journalism and New Communication Environment," online October 29-30, 2020.
- Participant in a video project by the Global Alliance of Public Relations, “The role of Communication in the economic rebound: European perspectives,” 21 July 2020
- Speaker at the workshop organized by the Heidelberg International Professional Women’s Forum, “The Future of Work,” April 25, 2020,
- Guest speaker “Digital collaboration for startups,” Next Exit Future, 28 January 2021
- Guest speaker for BA students on “AI in PR – ethical aspects,” Technical University – Ilmenau, 21 January 2021
- Member of the Jury of the annual contest organized by the Bulgarian PR Association – May 2021

- Speaker at the conference “The battle for talents” organized by b2b magazine, 3 April 2022
- Interview for Bloomberg Bulgaria on cybersecurity, 6 May 2022
- Guest lecture “New challenges and perspectives in the PR profession” for BA students at the Technical University – Ilmenau, 20 January 2022
- Guest lecture on current communications trends for students at the Global American University Schiller (Campus Heidelberg) – Heidelberg, 19 September 2022
- Guest lecture for students in the module “New Media,” Faculty of Journalism and Mass Communications, 20 March 2023

## **PROFESSIONAL TRAINING**

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**Marketing for Chamber Organizations by the Yugoslav Chamber of Commerce and Industry – 4 April 2003**

**Management of chamber organizations - June 2004**

**Managerial Effectiveness, Malik, St. Gallen – November 2011**

**Banks&Finance, International Banking Institute – April - October 2009**

**Crisis Management, METRO Cash&Carry - February 2006**

**Participant in Women Leadership Academy organized by the Council of Women in Business in Bulgaria – June 2015 – February 2016**

Skills: business model development, giving and receiving feedback, inclusion at work, design thinking, lifelong learning.

**DPRG Mentoring Program, January – December 2021**

Mentor: Nils Haupt – Director of Communications, Hapag-Lloyd

## **PROFESSIONAL AFFILIATIONS**

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2017 – to date - Member of the [Deutsche Public Relations Gesellschaft e.V. \(DPRG\)](#)

2017 – to date – Member of the [Heidelberg International Professional Women’s Forum, e.V.](#)

2019 – to date – Member of the [Union of Bulgaria Journalists](#)

2011 – 2017 - Member of the [European Association of Communication Directors \(EACD\)](#)

2002 – 2022 - Member of the [Bulgarian PR Association](#)

## **PROFESSIONAL SERVICE**

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- Organizer of the student festival “Like Bernays” – 22-23 November 2015
- Organizer of Summer Camp for members of the Bulgarian PR Association – July 2016

- Organizer of the 10<sup>th</sup> PR Festival in Bulgaria – 18-19 May 2016
- Organizer of Christmas cocktail for the members of the Bulgarian PR Association – 21 January 2016
- Chair of the Jury of Student Contents “Like Bernays” – 22-23 November 2016
- Chair of the Jury of the annual contest organized by the Bulgarian PR Association – May 2017
- Organizer of workshop “Emotional Intelligence” for students of the Faculty of Journalism and Mass Communication – 21 April 2017
- Organizer and moderator of the conference “Global/regional in the Metaverse,” 31 October 2022
- Reviewer of the PR book “When in doubt, make applesauce!”, October 2022

## COMMUNITY SERVICE

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### **Heidelberg International Professional Women’s Forum**

2018 – 2020 - Member of the Steering Committee

### **Bulgarian Public Relations Association**

2006 - 2016 - Deputy-Chair of the Board

2017 - Chairperson

### **Teach for Bulgaria Foundation**

2012 – 2017 - Member of the Expert Council

### **Bulgarian Donor’s Forum**

2011 -2014 - Member of the Board

### **Bulgarian Network of Global Compact**

2013 – 2017 - Member of the Board