

CURRICULUM VITAE

DR. MANUELA TOTEVA



TEACHING EXPERIENCE

Schiller International University, Campus Heidelberg, Germany July 2025 to date
Adjunct Professor, International Business Faculty (in-person teaching)

- Teaching in variety of courses, including Management Communication for International Business, Methods of Research, Sustainability, etc.

Technical University - Ilmenau, Germany April 2022 to date
Guest Professor, Economic and Communication Faculty (in-person teaching)

- Master course “Applied Communication: Strategic Communication Management” (20h) 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.

Sofia University, Bulgaria October 2020 - February 2026
Adjunct Professor, Communication and Audiovisual Production (hybrid teaching)

- Undergraduate course “Content Management and Strategic Communications”, (30h) averaging 65 students per semester, covering the following topics: strategic communications campaign, digital media, social channels, content mapping, audience personas, etc. Developed exams, and homework. Revised the syllabus to meet accreditation standards.

Hochschule Fresenius, Campus Wiesbaden, Germany September 2023 – Juli 2024
Adjunct Instructor, International Management, and Intercultural Communication (in-person teaching)

- Lecturing Intercultural and Negotiation Competences (56h) to master students, covering the following modules: Intercultural Communication; Conflict Management; International Teams and Management; Analysis of International Business; International Strategy, etc.

HONORS AND AWARDS

Research visit at the Faculty of Economic Science and Media of the Technische

Universität Ilmenau in Germany under the framework of the Erasmus+ exchange program

Academic projects: a practical course for undergraduate students on the topic of "Communication in Digital Transformation", "Media and Communication" research seminar and development of Doctoral thesis research framework.

EDUCATION

PhD	Media and Communications <u>Sofia University “St. Kliment Ohridski,”</u> Dissertation: “ <i>Effective instruments of digital marketing in the software industry (psychological and cultural specifics of the customers in Bulgaria and Germany).</i> ” Advisors: Prof. Dr. Teodora Petrova and Dr. Andreas Schwartz	2018 - 2022
MS	Industrial Management <u>University of Chemical Technology and Metallurgy,</u> Thesis: “ <i>The Role of the Marketing and Communications Strategy in Aurubis</i> ”	2014 - 2016
	Strategic Communications <u>Chartered Institute of Public Relations</u> Professional Certification Program	2007 - 2008
BS	Public Relations <u>Sofia University “St. Kliment Ohridski,”</u>	2001 - 2006

CORPORATE EXPERIENCE

Marketing Project Manager, Corporate Marketing, SAP SE
2017 – to date

Head of Corporate Communications, Aurubis AG
2010 –2017

Corporate Social Responsibility Projects
Postbank
2007 – 2010

Corporate Communications Manager,
METRO Cash & Carry
2005 – 2006

RESEARCH EXPERIENCE

Research Lab member – Project “CoM: Insist - Strategic Communication Disruptions: Framing the Corporate Communication Challenges in Bulgaria (2021)”
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

PUBLICATIONS

Books

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

Chapter publications and articles

- 1- Professional Identity in Flux: Preliminary Analysis of the Evolution of Communication Roles on LinkedIn, Rhetoric and Communications, Issue 62, January 2025, ISSN 1314-4464
- 2- Revolutionizing Education: The Transformative Power of AI Technologies in PR, Vol 13 No 3 (2023): Postmodernism Problems, E-ISSN 1314-3700 · December 2023
- 3- 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 · January 2023
- 4- 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
- 5- Effective digital marketing tools in business-to-business organizations, ISBN: 978-954-07-5382-9, UI "St. Kliment Ohridski" · February 2022
- 6- The Role of Intelligent Technologies in Communications, Rhetoric and Communication, a Peer Reviewed Scientific Journal – ISSN 1314-4464 · Oct 20, 2021
- 7- Virtual and hybrid events – a key tool in marketing transformation, Newmedia21.eu - ISSN 1314-3794 · Sep 25, 2020
- 8- 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
- 9- When in Doubt, Make Applesauce! Core Habits of the Masterful Public Relations, November 2022 – reviewer of the book

CONFERENCES AND INVITED LECTURES

- Panel participant in the virtual conference organized by the Faculty of Journalism and Mass Communications at the Sofia University “St. Kliment Ohridski” Media and Communication: transformations and development in the digital age” on 26-27 October 2023. Topic of the presentation: The impact of artificial intelligence on PR education and opportunities for integration into teaching practices.
- Participant in the EUPRERA International conference, October 2023, Prague
- Guest lecture for students in the module “New Media”, Faculty of Journalism and Mass Communications, 20 March 2023
- Guest lecture on current communications trends for students at the Global

- American University Schiller (Campus Heidelberg) – Heidelberg, 19 September 2022
- Guest lecture “New challenges and perspectives in the PR profession” for BA students at the Technical University – Ilmenau, 20 January 2022
 - Speaker at the conference “The battle for talents” organized by b2b magazine, 3 April 2022
 - Member of the Jury of the annual contest organized by the Bulgarian PR Association – May 2021
 - Guest speaker for BA students on “AI in PR – ethical aspects,” Technical University – Ilmenau, 21 January 2021
 - Guest speaker “Digital collaboration for startups,” Next Exit Future, 28 January 2021
 - Speaker at the workshop organized by the Heidelberg International Professional Women’s Forum, “The Future of Work”, April 25, 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
 - Participation in a "Virtual Events" report at the International Scientific Conference "Quality Journalism and New Communication Environment," online October 29-30, 2020.
 - Doctoral seminar "Media and Communications," November 27, 2020.
 - 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
 - Jury participation in a student competition at Ilmenau University of Technology in partnership with BOSCH - July 2019. Project leader: Dr. Andreas Schwarz.
 - Forum for undergraduate students in crisis communications; Technical University - Ilmenau; 1.02.2019.
 - 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."
 - Doctoral seminar with international participation, FJMC, 29.05.2019, Communication in the era of digital transformation.
 - Speaker at a webinar hosted by Anja Angeli “5 secrets of making your career transition to Germany successful” – March 21, 2018
 - Panel moderator “The Future of PR” at the PR Day celebration event in Sofia, Bulgaria – 7 July 2017
 - Masterclass for students in marketing and communications – 28 May 2016
 - Speaker at a workshop for PR and Marketing practitioners, Bulgarian PR Association – 25 March 2016
 - Lecturer in PR Master Class organized by the University of National and World Economy – Sofia – 25 April 2015

PROFESSIONAL TRAINING

DPRG Mentoring Program, January – December 2021, Germany

Mentor: Nils Haupt – Director Communications, Hapag-Lloyd

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

Managerial Effectiveness, Malik, St. Gallen – November 2011, Switzerland
Finance Specialization, International Banking Institute – April - October 2009, Bulgaria

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

Management of chamber organizations - June 2004, Czech Republic

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

PROFESSIONAL AFFILIATIONS

2023 – to date - Member of [European Public Relations Education and Research Association](#)
2017 – to date – Member of [Heidelberg International Professional Women’s Forum e.V.](#)

ACADEMIC SERVICE

- 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 10th 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 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

COMMUNITY SERVICE

Heidelberg International Professional Women’s Forum
2023 - 2024 - President

LANGUAGES

- **English:** Fluent (C1)
- **German:** Professional working proficiency (B2)
- **Bulgarian:** Native