

CURRICULUM VITAE

DR. MANUELA TOTEVA



TEACHING EXPERIENCE

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

- Leading 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.

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

- Teaching in variety of modules, including Management Communication for International Business, Research, Marketing Strategy, etc.

Sofia University, Bulgaria October 2020 to date
Adjunct Professor, Communication and Audiovisual Production (hybrid teaching)

- Leading an 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 Projects Manager, Corporate Marketing, SAP SE
July 2017 – to date

Head of Corporate Communications, Aurubis AG
December 2010 – January 2017

Corporate Social Responsibility Projects
Postbank
December 2007 – November 2010

Corporate Communications Manager,
METRO Cash & Carry
June 2005 – June 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