Valentina Nenkova

Product marketing · customer insight · go-to-market

CONTACT

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PRODUCT MARKETING SKILLS

Customer & market insight
Search-intent and audience research, personas, competitor tracking

Positioning & messaging
Ads created and optimised against live data; value-proposition layering

Go-to-market & launch
Quarterly media plans, channel strategy, phased launch planning

Measurement
KPIs, forecasting, Looker Studio & Excel dashboards

Cross-functional work
Bridging technical, support, client and commercial teams

EDUCATION

MSc Marketing & Management
University of East Anglia, 2026

BA Advertising & Brand Design
Ravensbourne University London, 2020

CERTIFICATES

- **Product Management** — Pluralsight, 01/2025
- **Exploring Product Business Foundations** — Pluralsight, 03/2025
- Agile approach to software development — Microsoft Learn
- Google Ads: Search (12/2024); Display, Measurement, Shopping, Video (12/2021)
- Basic Statistics, 12/2020

TOOLS

Google Ads · Meta Ads · Microsoft Ads · SA360 · Looker Studio · Excel · Tableau · Adobe CC

LANGUAGES

English — fluent · Bulgarian — native

PROFILE

I'm a marketer moving into product marketing. Three years in paid search taught me to read customer intent at scale: which messages make people act, which audiences respond, and why. I've turned dense performance data into recommendations senior stakeholders acted on, across financial services and luxury accounts. I now work on the product side at Phonely, testing app and website journeys and feeding insight back to the technical team. My MSc in Marketing & Management, along with certificates in product management, added the strategic toolkit: personas, positioning and go-to-market planning. I'm at my best connecting customers, product and commercial teams.

EXPERIENCE

Telecoms Provisioning Coordinator
08/2025 – PRESENT

Phonely

- Test the app and website user journeys hands-on, feeding usability insights back to the technical team to improve the customer experience
- Conducted a fresh-eyes marketing audit with recommended optimisations, and provide input on Google Ads
- Act as the link between provisioning, support and technical teams, flagging customer data issues and reporting system problems
- Provide operational input that improves provisioning workflows and shipment efficiency
- Manage end-to-end provisioning and shipment of 30–40 hardware orders a day, and keep stock ready for daily fulfilment
- Coordinate number porting directly with the carrier Gamma; completed Gamma Academy training

Advertising Consultant
05/2025 – 06/2025

Crafted

- Built Meta and Google ad campaigns for medium-to-large accounts, owning projects across their whole lifecycle
- Client-facing alongside Client Services: gave insight and analysis on technical and strategic questions to stakeholders at every level
- Supported new-business conversations with background insight and strategic suggestions for the brief
- Analysed large datasets to find trends, insights and actions

Clients: Burgess · Persimmon · Kinesis · Cole Haan · Natural History Museum

Paid Search Account Analyst
04/2022 – 05/2025

Kinesso

- Researched target audiences and their search behaviour to choose keywords that matched real customer intent
- Tracked and reported weekly on competitors' behaviour
- Created quarterly media plans and forecasts for clients
- Built and visualised data in Looker Studio and Excel, and presented findings and recommendations to the team and clients
- Identified performance issues, broke them down and applied fixes

Clients: Patek Philippe · NatWest · Royal Bank of Scotland · Lombard

Paid Search Account Executive

11/2021 – 04/2022

Reprise Digital (Kinesso)

- Set up, optimised and launched Google and Bing campaigns against client goals such as conversions and target CPA, across high-budget accounts
- Tracked daily, weekly and monthly KPIs to find opportunities and more efficient spend
- Met regularly with Google on new features and client needs, and with clients for performance commentary

Clients: The Dorchester | NatWest | Royal Bank of Scotland | Lombard

Partnerships Lead

05/2021 – 11/2021

Hicamo

- Identified and assessed new partnership opportunities and built strategies to sign them up
- Planned and delivered sales and marketing strategies, growing the business's network and revenue

Junior Strategist & Designer · Junior Designer

2017 – 2020

Apple · The O2 Arena

- Built a visual identity for an unsigned recording artist from in-depth interviews (Apple); designed a campaign showcasing experiences at The O2

SELECTED PROJECTS · MSC MARKETING & MANAGEMENT

LAUNCH PLAN

Vinted Go: UK launch

Three buyer personas, the case for market development, a phased pre-launch / launch / post-launch rollout, and KPIs.

GO-TO-MARKET

Vinted, offline

Segmentation and targeting for new audiences; a 70/20/10 out-of-home placement plan with QR-tracked acquisition cost.

POSITIONING

Jarrold & Sons

Repositioned a heritage retailer with layered USP / ESP / XSP messaging and a £10k integrated campaign.

CUSTOMER JOURNEY

Ancient + Brave

Funnel and channel audit, two personas, and a behaviour-triggered lifecycle email sequence.

Full case studies at **valentinanenkova.studio**. University coursework, not commissioned by the brands.

HOW MY EXPERIENCE TRANSFERS TO PRODUCT MARKETING

Understand the customer	Three years reading search intent and audience data; persona research in my MSc; interview-led identity work early in my career.
Position & message	Created and optimised ads against live performance data; tracked how competitors position themselves every week.
Plan & launch	Set up and launched campaigns, built quarterly media plans and forecasts; planned a phased product launch for Vinted Go.
Work across teams	The link between provisioning, support and technical teams at Phonely; client-facing alongside Client Services at agencies.
Measure what matters	Daily-to-monthly KPI tracking, Looker Studio dashboards, and SMART objectives with clear controls.