

Delyan Eftimov

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SUMMARY OF ACHIEVEMENTS

- **Strategic Consumer Marketer:** 10+ years of brand marketing expertise, driving \$253M in digital acquisition at American Express through insights-driven campaigns. Proven track record in resonating with audiences globally.
- **Campaign Strategist:** Led international campaigns and brand moments, delivering both short and long-term business growth. Designed and launched a \$39M-revenue generating digital product showcasing Loyalty Points value.
- **Collaborative Leader:** Cross-functional team manager with experience in international partnerships. Managed teams of product managers and analysts to implement growth initiatives globally.
- **Data-Driven Optimizer:** Skilled in data analytics for strategy and campaign optimization. Led UK Test & Learn program resulting in \$80M revenue improvements.

RELATED SKILLS

Marketing Strategy and Planning, Consumer Insights and Data Analytics, Cross-Functional Collaboration, Leadership and Team Management, Campaign Development and Optimization, Stakeholder Management and Communication, Data-Driven Decision-Making, Global Brand Development, Strategic Thinking, Innovation and Creative Problem-Solving

RELATED EXPERIENCE

Acquisition Marketing Manager

American Express

03/2023 – Present

London, United Kingdom

- Successfully managed the growth of Amex's International Markets by implementing effective strategies for new cardmember acquisition resulting in **\$300 Rev YTD**
- Developed and executed a comprehensive 2023 strategy for key markets including the US, UK, Japan, Australia, Canada, and Germany, resulting in **+4% YTD growth** in cardmember referrals
- Implemented a streamlined governance process to efficiently manage all international markets, achieving **12% decrease in workload** across the enterprise
- Led a team of product managers, Analytics teams directors and VPs to drive the successful implementation of growth initiatives internationally at American Express

Acquisition Product Manager

American Express

09/2019 – 03/2023

London, United Kingdom

- Developed the first [calculator](#) to show the worthiness of Loyalty Points to encourage card applications for American Express, utilized by over 15M users and scaled in UK, USA and Germany
- Generated **\$142M** in Rev by managing the [American Express Referral Program](#), launching targeting capabilities, owning the offer strategy, improving UX design, and content
- Implemented personalized offer referral capability, leading to a highest quality consumer base, generating an additional **\$34M** in Rev in the UK solely
- Led 3 major marketing campaigns on 7 products, acquiring over 100K new accounts & **\$150M** in Annual Billed Business
- Managed the UK Test & Learn program, executing over 30 data-driven tests between 2020-2023 leading to revenue improvements totaling **\$80M** in Rev

Marketing Executive & Web Manager

British Academy of Management

05/2019 – 09/2019

London, United Kingdom

- Created and published value-added content on the company's website to engage and inform target audiences about annual business conference resulting in **+3000 ticket sales**
- Managed social media activity, SEO, marketing campaigns, and community engagement to drive website traffic and enhance brand visibility
- Designed graphics for physical marketing materials, including brochures and promotional materials for the annual conference
- Assisted in managing the updates and improvements of an app for conference delegates, ensuring smooth user experience and functionality

Digital Marketing Executive

Three Motion Media

06/2018 – 05/2019

Newcastle, United Kingdom

- Successfully managed and optimized a team of outsourced email consultants, ensuring efficient workflow and maintaining high-quality standards
- Implemented highly effective email marketing strategy that resulted in significant revenue growth and **9 new contracts for over \$120K** in 2018
- Conducted A/B tests on email elements and landing pages, driving continuous improvement and maximizing campaign performance by **12% in conversions**
- Utilized advanced data analytics, including Facebook Pixel, to identify and target ideal audiences, leading to the creation of highly targeted and successful marketing campaigns with **200% ROAS**

Director/Owner

Sixmatics

06/2016 – 07/2023

London, United Kingdom

- Launched www.voicesfromthemiddle.com, a dedicated podcast website, to strengthen client relationships and attract new audiences earning +4000 listeners

- Edited, distributed, and crafted over 1200 engaging introductions for podcast episodes, ensuring high-quality content using Adobe Premiere Pro and Photoshop
- Developed and launched www.orgmetrix.com to promote HR software and earned \$420K in 2022
- Designed, produced and created www.sixmatics.com & www.dylantimoff.com to present portfolio resulting in acquiring **18 new clients** through newsletters, social media and SEO
- Leveraged data analysis techniques to optimize marketing strategies and achieve measurable results

OTHER PROFESSIONAL EXPERIENCE

Customer Service Assistant Manager

TSB Bank

09/2016 – 06/2018

Newcastle, United Kingdom

- Managed a high volume of calls, consistently handling **90+ calls per day** while ensuring fair treatment of every customer
- Successfully managed and optimized a team of outsourced email consultants, ensuring efficient workflow and maintaining high-quality standards
- Provided outstanding customer service, assisting partners with budgeting solutions
- Mentored and guided new team members, facilitating their development as successful customer service advisors
- Assisted the team leader in evaluating performance and supporting team members.

Assistant Hotel Manager

Marriott International

08/2015 – 08/2016

San Antonio, Texas, United States

- Successfully managed a **140-room hotel** in the absence of the manager, ensuring smooth operations and guest satisfaction resulting in **4.7 out of 5 guest reviews score**
- Managed a team of ten, exceeding guest expectations and maintaining Marriott standards.
- Implemented efficient operational procedures, enhancing cleanliness and productivity.
- Coordinated hotel operations and addressed performance issues for improved efficiency.
- Provided excellent customer service, promptly resolving guest complaints

Customer Service Officer (whilst studying BA)

FIS Global

06/2014 – 08/2015

Newcastle, United Kingdom

- Demonstrated strong teamwork skills, working with a team of three members to achieve weekly targets with accuracy and efficiency.
- Collaborated and managed project deadlines, utilizing effective strategies to meet the needs of the targeted audience of the Royal Bank of Scotland Group.
- Provided excellent customer service to platinum, premium, and corporate businesses, employing various methods to fulfill their unique needs.
- Conducted audits of strictly confidential internal financial information to maintain and enhance customer service standards.

Customer Service Officer (Summer Internship)

Six Flags

05/2013 – 09/2013

Glens Falls, New York, United States

- Provided exceptional customer service in a demanding theme park environment, offering advice, information, and assistance to guests with a friendly and helpful approach.
- Processed payments and accurately handled cash transactions, maintaining precise records and generating daily reports.
- Resolved customer queries promptly and efficiently, ensuring a positive customer experience in a fast-paced environment.
- Trained and mentored new employees, presenting information and providing assistance to ensure a seamless guest experience.

EDUCATION

University of Sunderland

Bachelor of Business & Management, 4.0 GPA

Sept 2012 - May 2015

Sunderland, United Kingdom