

Delyan Eftimov

What Winning Looks Like for Me



I am International Marketing Manager at American Express - leading the growth of Referral Marketing in all Global Markets

Born in Varna, Bulgaria, studied at University of Sunderland in Sunderland, UK & lived in New York & Texas.

Currently in my 2nd role at Amex managing International Member Get Member Program having previously worked as a Marketing Executive in the UK Marketing Team joining in Sept. 19 managing the strategy & UX design.

Prior to Amex worked for Financial & Hospitality companies in UK & US in marketing.

Performance Ratings at Amex:
2020 – G3 L3 (Average)
2021 – G1 L2 (Second Best)
2022 – G1 L1 (Best)
(top performing score)

My Vision: To help as many people as possible learn about design, digital marketing and career growth
Keys to Success: Teach design & consumer behaviour to upskill students in their early career.

Topics I am Passionate About

- The impact of design on consumer behaviour
- Importance of marketing personalization
- How digital marketing affects our purchasing decisions
- Why we connect with certain brands
- How different generations relate to marketing
- Growing your in marketing after college/uni
- How to build genuine professional & business relationships

Strengths

- Public speaking
- Influencing People & Decisions
- Coaching, onboarding and sharing learnings
- Building Meaningful Relationships
- Customer focused strategic thinking

Proudest Moments

- Helped 5 of my co-workers get new positions at Amex
- Unskilled over 50 people in their careers
- Recently secured a marketing management role
- Built relationships with co-workers all over the world
- Wrote 2 academic research papers on personalization & consumer behaviour
- Created a skillshare course on design which has 150 students
- Filmed over 40 YouTube videos on digital marketing

Feedback I received

- “Committed to supporting others & develop colleague’s knowledge”
- “Continuously coaching international marketing teams to manage their channels effectively”
- “Agile mindset and making collaboration easy”
- “Proactive and collaborative partner, his leadership has helped many teams in the business to learn more about marketing”

You can check out my website if you would like: <https://delyaneftimov.com/>