



## Antoan Frantsov

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### CAREER SUMMARY

#### Social Media Manager • Digital Marketer • Growth Hacker

- An expert in initiating high engagement for audiences from various niches to turn them into recurring customers by combining organic and paid marketing.
- ROI-focused digital strategist. Delivered return of investment of 7 times for less than a month using Instagram stories to spark conversations with the prospects.
- Automation through custom-made or already existing software pieces. Combining marketing strategies with the most suitable software to maximize the effectiveness of the campaigns without getting shadow-banned.
- Combination of skills that increases businesses' revenue through personalized and regularly updated strategies and also saves time and resources for the whole marketing department.

### AREAS OF EXPERTISE

- |                                 |                           |                   |
|---------------------------------|---------------------------|-------------------|
| ▪ Instagram Marketing           | ▪ Lead Generation         | ▪ Web Design      |
| ▪ Facebook Advertising          | ▪ Sales                   | ▪ Email Marketing |
| ▪ LinkedIn Sales Navigator      | ▪ Business Development    | ▪ WordPress       |
| ▪ Social Media Content Creation | ▪ Copywriting             | ▪ Joomla          |
|                                 | ▪ Marketing Funnel Design | ▪ Content Writing |

## PROFESSIONAL EXPERIENCE

**Sell to Inspire** | Varna, Bulgaria

**May 2017 - Present**

*Digital Business Development Agency*

**Founder**

Sell to Inspire aims to help businesses save time and resources by developing digital systems. We use already existing software or build new ones which we combine into a system.

There is an option to receive a full-scale marketing strategy as an addition.

I also collaborated with prominent agencies like Awareness of Success to gain in-depth agency experience and help each other grow at a faster pace.

- +5X of the engagement rate and sales numbers of the businesses we've worked with.
- An average of 5000 hours is saved during each contract with a business.

**Sound To Inspire** | Varna, Bulgaria

**May 2017 - Present**

*Music Marketing Coaching Business*

**Founder**

Sound to Inspire helps musicians and people in the music industry build outstanding brands online. This is done by carefully created step-by-step frameworks which the artist or the business person follows with proper guidance from the team.

- Growing a Facebook group to 400 members in 2 weeks without using paid advertising
- Helping 10+ artists to triple their online following for a month

**Live Ignited** | Bali, Indonesia (Remote)

**April 2022 - Present**

*Transformational Coaching Business*

### **Head of Marketing**

Live Ignited helps men reach their fullest potential by improving their romantic relationships. This happens by combining psychological and spiritual approaches so men can achieve balance in their life.

- Drastically improving the branding on social media
- Fixing the funnel by incorporating a quiz and optimized webinar
- Optimizing the email funnel

**UMB** | Varna, Bulgaria

**June 2019 - May 2020**

*Online coaching for beginner freelancers*

### **Instagram Marketer and Salesman**

Acting as an Instagram Marketer and first contact for all high-level customers of UMB (Upwork Mastery Bulgaria), I was responsible for building their brand on Instagram and turning their prospects into recurring clients.

- Managed to improve the marketing ROAS by 50% for the first month by using Instagram
- Increased the AOV, which led to 60% of new customers in two months.

**IQOS** | Varna, Bulgaria

**June 2019 - May 2020**

### **Sales Person**

During this part-time position, I did sales on the phone by calling leads that were given by the sales team.

- Closed 50 sales a day on average
- Did approximately 100 sales that did not come from the leads list

**Self-employed**

I have been writing content for blogs and social media channels. Gradually I transitioned to copywriting which consisted of writing web, marketing funnel, lead generation, landing page, and email marketing copy.

- Increased the revenue of a corporate coaching business by 75% by designing and writing the content of their marketing funnel and email sequence.
  - Increased the traffic of the blog of a massage therapy business by 56% by writing SEO optimized content pieces on their blog and Facebook page.
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## **EDUCATION**

**Friedrich Schiller German Language School** | Ruse, Bulgaria

*Graduated in 2020 with a specialty "In German and English Languages"*

## **CERTIFICATIONS**

**Instagram Agent System** | Remote

*Issued by Jason Capital*

An advanced online coaching program on Instagram marketing and lead generation.

**LinkedIn Learning Certifications** | Remote

*Issued by LinkedIn*

I have certifications in the following subjects:

- Marketing on Instagram

- Marketing on Facebook
- Social Media Marketing Strategy: TikTok and Instagram Reels
- Video Strategies for High Engagement
- Writing a Marketing Plan
- Social Media Monitoring: Strategies and Skills

### **Financial Mathematics Certificate** | Ruse, Bulgaria

*Issued by "Angel Kanchev" University of Ruse*

### **Toastmasters Varna Founding Member** | Varna, Bulgaria

*Issued by Toastmasters*

### **Copywriting Skills Builder** | Remote

*Issued by Sophie Lizard*

An advanced online coaching program on Instagram marketing and lead generation.

### **SEMrush Proficiency** | Sofia, Bulgaria

*Issued by SEMrush*

SEMrush is one of the most advanced SEO tools in the market.

## **VOLUNTEERING**

### **Vice President Membership of Toast Masters** | Varna, Bulgaria

*Issued by Toastmasters*

I was helping with attracting new members to the local club and managing the current ones.

Toastmasters is a public speaking club that aims to help people improve their confidence, leadership, social skills, and public speaking abilities.

### **Nature Oriented Volunteering** | Ruse, Bulgaria

On occasion, I volunteer in events that clear certain areas from rubbish, donate trees to the citizens, or give exposure to environmental problems and the ways they can be solved.