

CONTACT

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CORE SKILLS

WordPress
Elementor
Technical SEO
UX/UI
Responsive Web Design
Information Architecture
Website Localization
Web Operations
Make.com / Automation
B2B Digital Marketing

TOOLS

WordPress / Gutenberg
Elementor Pro
WooCommerce
Polylang
Figma
Google Search Console
Google Analytics
Make.com
Google Workspace
cPanel / DNS / SSL
HTML / CSS

CERTIFICATIONS

Make Intermediate
Make Academy / Credly · Jul 2026

Make Foundation
Make Academy / Credly · Jul 2026

LANGUAGES

Bulgarian - Native
English - Good conversational;
GPT-assisted written communication

ROSEN STANEV

Web & Digital Operations Specialist

WordPress · Elementor · UX/UI · Technical SEO · Multilingual Websites · Workflow Automation

PROFILE

Web and digital operations specialist with 6+ years of hands-on experience across WordPress, Elementor, UX/UI, technical SEO, multilingual websites and ongoing website operations. I take web projects from information architecture and design through implementation, localization, deployment and production maintenance, with particular strength in industrial B2B environments and structured digital systems.

PROFESSIONAL EXPERIENCE

Web, SEO & Digital Operations Specialist | Marketing & Visual Projects | UNI COMPANI EOOD

Oct 2019 – Sep 2026 | Varna, Bulgaria

- Managed and maintained a portfolio of 10+ production websites, including WordPress updates, troubleshooting, forms, hosting/DNS, performance checks and production stability.
- Delivered WordPress and Elementor projects from information architecture and UX/UI through multilingual implementation, technical SEO, deployment and ongoing maintenance.
- Built and maintained multilingual website structures across BG, EN, RO, TR and RU content workflows, including language-specific navigation and URLs.
- Configured and maintained technical SEO foundations including metadata, canonicals, hreflang, XML sitemaps, schema, indexing controls, Google Search Console and Analytics.
- Coordinated B2B websites, branding, presentations and international trade-fair materials for industrial, agriculture and automation-focused businesses.
- Developed and tested AI-assisted and automated workflows using Make.com, Google Workspace and structured AI processes for content, localization and operational tasks.

SELECTED HIGHLIGHTS

- 10+ production websites under ongoing maintenance and operational support.
- Multilingual website delivery across BG, EN, RO, TR and RU content workflows.
- End-to-end project ownership from structure and design through launch, maintenance and continuous improvement.

Selected case studies presented in the accompanying professional portfolio.

SELECTED PROJECTS

Metaloobrabotka.com

Industrial B2B · WordPress · Elementor · BG/RO · Technical SEO

End-to-end industrial B2B website project covering positioning, brand direction, information architecture, UX/UI, WordPress/Elementor implementation, BG/RO localization and technical SEO. The live production website remains under ongoing technical maintenance and support.

Call For All

Multilingual B2B · Elementor Pro · Polylang · Commercial UX · SEO

Built a four-language B2B service website from initial setup to production, including service architecture, commercial UX, Elementor implementation, localization, forms, technical SEO, analytics and ongoing operational support.

Mestimvsichko.bg

UX/IA · WordPress · Responsive Design · Multilingual · SEO

Redesigned and restructured an existing moving-services website with clearer information architecture, service packaging, structured enquiry UX, responsive WordPress delivery, multilingual rollout and technical SEO.

Mall Electro - mallelectro.com

UNI Compani website · AI-assisted delivery

Live ReactJS website built entirely with ChatGPT and Codex. Presented as AI-assisted project delivery, not React engineering expertise.

Dorostol Trade - dorostol.trade

Industrial investment project

Live ReactJS website built entirely with ChatGPT and Codex. Presented as AI-assisted project delivery, not React engineering expertise.

EARLIER EXPERIENCE

Shift Manager | Yo-Ho-Hostel

Jul 2010 – Oct 2019 | Varna, Bulgaria

Managed daily shift operations, guest service, coordination and issue resolution in a fast-paced international environment.

Frontend Web Developer - Trainee | First Online Solutions

Sep 2017 – Nov 2017

Practical frontend training focused on HTML5, CSS, responsive layout and basic web implementation.

ADDITIONAL VALUE

• Industrial B2B context: translating technical information into clear commercial communication.
• International marketing coordination: websites, multilingual content, partner communication and trade-fair materials.
• Operational ownership after launch: maintenance, troubleshooting, search health and continuous improvement.

AVAILABILITY

Varna, Bulgaria. Open to remote roles across Europe and international teams, as well as suitable positions in Varna.

TARGET ROLES

Web & Digital Operations
WordPress / Web Specialist
Technical SEO
Marketing Operations
Web Project Coordination

PORTFOLIO

rosen-stanev-portfolio.pages.dev

PROFESSIONAL FOCUS

Clear digital systems
Business-focused UX
Technical accuracy
Multilingual delivery
Operational ownership

TRAINING & CREDENTIALS

Frontend Web Development - First Online Solutions (2017)
Make Academy - Foundation & Intermediate (2026)

Google Analytics Certification (2026) - Skillshop

Issued 11 Nov 2026; expires 11 Nov 2027
Certificate ID 200072369

IBM SkillsBuild - completed credentials

Generative AI Essentials: Using LLMs to Work with Data

Introduction to Large Language Models

Classifying Data Using IBM Granite

Summarizing Data Using IBM Granite

WORKING STYLE

Independent ownership · Clear documentation · Fast issue resolution · Structured QA · Cross-functional coordination · Client/business context