



CONTACT

- Varna, Bulgaria
- rossen.t.stanev@gmail.com
- [linkedin.com/in/rosen-stanev-193080166](https://www.linkedin.com/in/rosen-stanev-193080166)

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 · Professional working proficiency

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

Evidence of strategy, implementation and production ownership

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.

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.

TRAINING & CREDENTIALS

Frontend Web Development Training — First Online Solutions · 2017

Make Academy — Foundation & Intermediate · 2026

WORKING STYLE

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

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

Metaloobrabotka.com

CallForAll.eu

Mestimvsichko.bg

Full case studies: professional portfolio website

PROFESSIONAL FOCUS

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