

Konstantin Sonev

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SUMMARY

Creative Media & Game Technologies graduate with experience leading marketing campaigns, digital promotion, and cross-city community organizations. Currently Team Lead for a YouTube promotion department, managing Google Ads campaigns and marketing automations. Co-founder and national board member of a student association that grew from one city to nine across the Netherlands. Founder of Trap Wave, an independent hip-hop event brand that organized six parties drawing approximately 300 attendees each. Fluent in English, native Bulgarian.

SKILLS

Marketing & Campaigns: Google Ads, Campaign Management, Digital Marketing, YouTube Promotion, Social Media Strategy, Marketing Automation, Content Promotion

Leadership & Operations: Team Leadership, Sales, Entrepreneurship, Business Analysis, Financial Management, Event Organization, Problem-Solving, Adaptability

Communication & Partnerships: External Relations, Sponsorship Outreach, Stakeholder Management, Partnership Development, Cross-Cultural Communication, Community Building

Technical & AI Tools: AI-Assisted Workflows (Claude, Claude Code), Workflow Automation (n8n), Tech-Savvy

Languages: English (Fluent), Bulgarian (Native)

EXPERIENCE

Team Lead, YouTube Promotion Department <i>YouGrow Promo B.V., Groningen, Netherlands</i>	Nov 2025 - Present
- Lead a team managing Google Ads campaigns for music promotion clients on YouTube - Design and implement marketing automations to scale campaign management processes - Promoted from Campaign Manager after two months for performance in campaign delivery and client management	
Campaign Manager <i>YouGrow Promo B.V., Groningen, Netherlands</i>	Sep 2025 - Oct 2025
Managed Google Ads campaigns and sales for YouTube music-promotion clients	
Treasurer & Co-Founder <i>Bulgarian Society Netherlands (national parent organization), Netherlands (Hybrid)</i>	Sep 2024 - Present
- Co-founded the national parent organization to oversee and coordinate the growth of city chapters (including the original Groningen chapter) into a 9-city network across the Netherlands - Manage financial operations, budgeting, and treasury functions at the national level - Serve on the national board alongside city-level boards, coordinating strategy and cross-city initiatives	
Treasurer & Co-Founder <i>Bulgarian Society Groningen (founding chapter), Groningen, Netherlands</i>	Sep 2023 - Aug 2024
Managed financial operations and treasury functions for the founding city chapter	
External Relations Manager & Co-Founder <i>Bulgarian Society Groningen (founding chapter), Groningen, Netherlands</i>	Nov 2022 - Aug 2023

- Co-founded the organization's first chapter and led external relations, partnerships, and sponsorship outreach in its founding year

Founder & Organizer

Jun 2023 - Apr 2025

Trap Wave, Groningen, Netherlands

- Founded and organized six hip-hop parties, drawing approximately 300 attendees each
- Led artist booking, campaign planning, and brand growth on Instagram
- Managed promo video shoots, merchandise drops, and social media strategy
- Negotiated with venues, vendors, and collaborators; handled sponsorship outreach

Agent & Co-Founder

May 2023 - Jan 2024

Domakin, Groningen, Netherlands (Hybrid)

- Co-founded Domakin.nl, a platform helping international students in the Netherlands find housing

Intern

Feb 2024 - Jul 2024

Digital Society Hub, Groningen, Netherlands

Salesman

Jul 2025

Pepperminds, Groningen, Netherlands

Retail Assistant

Apr 2021 - Aug 2021

Sonev & Sons, Ruse, Bulgaria

EDUCATION

Bachelor's, Creative Media & Game Technologies

Sep 2021 - Jul 2025

Hanze University of Applied Sciences, Groningen, Netherlands

Study Abroad, Information Communication Technology (ICT)

Aug 2023 - Dec 2023

Rangsit University, Pathum Thani, Thailand

Secondary Education

Sep 2009 - May 2021

St. Constantine Cyril the Philosopher Secondary School, Ruse, Bulgaria