# Eleonora Yordanova

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## EXECUTIVE SUMMARY

Bilingual Marketing and Professional Selling student at the University of Central Florida with experience in driving goal aligned projects through strategic marketing, leadership, and community engagement. Skilled in building strong sales pipelines, account management, growth marketing, and graphic design. Known for being energetic, resilient, team oriented, and highly committed to exceeding goals through creative problem-solving and dedication.

## EDUCATION

**University of Central Florida**, Orlando, FL **May 2026**

Bachelor of Science in Business Administration, Marketing

GPA: 3.553

## PROFESSIONAL EXPERIENCE

**Bestwork Start Up-** New York City, NY

*Growth Marketing Intern*

* Generated a 35% increase in paid signups by executing outbound LinkedIn and Tik Tok campaigns targeting high-converting leads
* Optimized landing page copy to boost click-through rates by 20%, leveraging persuasive messaging to improve conversion

**HEBNI NUTRITION CONSULTANCY**– Orlando, FL **January 2025– May 2025**

*Communications Marketing Intern*

* Designed digital content for social media accounts and websites, boosting community outreach by 20%.
* Contributed to the creation of the nonprofit's annual report, showcasing impact and KPI’s.
* Utilized social media platforms to boost fundraising efforts to attract and engage donors and stakeholders.

**Pegasus Promotions** – Orlando, FL **August 2024–February 2025**

*Account Manager*

* Managed client relationships and online communities for Pegasus Promotions, ensuring client expectations were met.
* Oversaw project timelines, deliverables, and key performance indicators to drive successful marketing campaigns.
* Created and presented performance reports with actionable insights for optimizing future marketing efforts

**Vector Agency – St. Petersburg, FL**  **January 2024–August 2024**

*Social Media Recruiting Manager*

* Managed and trained a social media team of 5 that contributed to generating over 200 leads through social media marketing and resulted in $280,000 sales in 4 months.
* Contacted, onboarded, and scheduled over 50 sales representatives.

## Professional Development & Affiliations

**Professional Selling Program** —*Program Member* **Fall 2025- Present**

* Selected into UCF’s nationally recognized, highly competitive sales program, admitting only 35 students annually.
* Completed hands-on training through role-plays, mentorship, and exposure to advanced sales strategies across multiple industries.
* Built expertise in prospecting, consultative selling, and client relationship management to prepare for high level sales careers.

**American Marketing Association** —*Marketing Chair*  **Fall 2023– Present**

* Lead competition teams, represent UCF at conferences, and drive chapter marketing campaigns

## ACADEMIC PROJECTS

**UF AMA Spring Conference,** Marketing Strategy Case **Spring 2025**

* Collaborated with teams to develop a comprehensive marketing brief and present to judges across the state.

## ADDITIONAL INFORMATION

**Computer Skills:** End User ofSalesforce, Microsoft Word, PowerPoint, Excel, DaVinci, Photoshop, Notion, Canva, IBM SPSS Statistics.