



ANGEL GEORGIEV

GROWTH & COMMUNITY MARKETER

AI-Native Distribution Systems | Technical Products

PROFILE

Growth and community marketer with 8+ years across brand management, paid social, creator content, community operations, and B2B/B2C campaigns. BSc Computer Science background with hands-on experience building AI-native reporting, content, automation, and product systems.

IMPACT SNAPSHOT

- Worked across 1,187 Meta campaigns at HCL from January 2024 to July 24, 2026, reaching 134M cumulatively and driving 8.82M link clicks and 52.3M engagements.
- Improved reach-weighted link CTR each year from 5.99% in 2024 to 6.66% in 2025 and 7.53% through July 24, 2026; maintained CPC around \$0.0077.
- Grew personal YouTube channel from zero to 2,426 subscribers, 2.05M views, 23.2K watch hours, 4.41M impressions, and 5.56% CTR across 98 videos.
- Repurposed and packaged long-form creator content into platform-native Facebook and Snapchat formats at Jellysmack.
- Built AI and automation systems for reporting, content distribution, localization operations, market research, and technical product workflows.

EXPERIENCE

Brand Manager - HCL

Jan 2024 - Present

- Manage brand identity, campaign messaging, and paid social activity across Google, Meta, LinkedIn, and other digital channels.
- Worked across 1,187 Meta campaigns from January 2024 to July 24, 2026, generating 134M cumulative reach, 8.82M link clicks, and 52.3M engagements.
- Built internal marketing-ops tools, including a localized Kapost link helper and an offline Facebook Ads reporting engine.
- Designed reporting workflows where metrics are calculated deterministically and AI is used only for controlled commentary.

Lead Community Manager - Jellysmack

Aug 2020 - Jul 2022

- Repurposed long-form creator videos into platform-native Facebook and Snapchat content across major creator portfolios.
- Mined source videos for strong hooks, briefed editors in Frame.io, reviewed cuts, published approved assets, and A/B tested packaging.
- Worked across creator portfolios including publicly documented Jellysmack partners such as MrBeast, PewDiePie, MrBallen, and Philip DeFranco.

CONTACT

LOCATION

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PORTFOLIO

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EDUCATION

2015 - 2017

M.A. International Relations, Webster University, Austria

2012 - 2015

BSc Computer Science, University of Kent, UK

CORE SKILLS

Paid social and PPC

Social growth and community

Creator content repurposing

B2B campaign messaging

AI-assisted content systems

Analytics and reporting

Developer-product fluency

Marketing automation

TECHNICAL STACK

Marketing

Meta Ads, Google Ads, LinkedIn Ads, GA, Discord, X, YouTube, TikTok, Snapchat

AI/Automation

n8n, Claude, Gemini, Grok, DeepSeek, Ollama, RAG, validation gates

Engineering

Python, TypeScript, React, Next.js, Node, FastAPI, Hono, SQL, Docker

Platforms

Supabase, Postgres, Cloudflare Workers, Netlify Functions, Vercel, Fly.io, Playwright

POSITIONING

A marketer who thinks in distribution systems and can build the tooling behind the channel, not just brief it.

ADDITIONAL EXPERIENCE

Freelance Social Content Marketer - SPARQ

Ongoing, project-based

- Support social content and developer-facing community work for an AI-native game engine and creator platform.
- Translate engineering/product context into clearer social and community messaging through technical conversations and product research.
- Set up and supported Discord/community foundations for a technical creator audience.

Digital Marketing Specialist - Discordia

Mar 2023 - Dec 2023

- Owned social activity across LinkedIn, X, Facebook, Instagram, and YouTube for a B2B logistics company.
- Ran B2B and B2C campaigns supporting business development, partnerships, employer branding, and recruitment.
- Directed editors and UGC workflows while keeping messaging consistent across multiple audiences and channels.

Freelance Social Media Manager

Jul 2022 - May 2023

- Ran conversion-focused influencer and social campaigns across Discord, X, YouTube, TikTok, Snapchat, and Telegram.
- Tracked content to site traffic and sign-ups in Google Analytics, then reported performance and learnings to client leadership.
- Managed video editors and copywriters to keep content production moving from brief to publish.

SELECTED AI, AUTOMATION & PRODUCT SYSTEMS

FB Reporting Tool / Dune

Offline reporting engine that converts raw Facebook Ads exports into styled Excel reports, PowerPoint decks, and notes. Python owns the numbers; local LLMs assist controlled commentary.

n8n Automation Operating System

Self-hosted n8n managed as code with staging, release gates, backup/sync discipline, drift checks, error handling, and audit ledgers. 17 tracked workflows, 6 active.

Kapost Link Helper

Marketing-ops tool that creates correctly localized Merck/MSD manual links across markets using Node and Playwright, with browser-resolved slugs and 15/15 self-test coverage.

RAYA Product Ecosystem

Client desktop product for concrete-pillar corrosion assessment, including Python/PyQt5 app, Surfer automation, QA PDFs, commercial website, licensing backend, and API contracts.

Renvo / Opportunity Radar

Built multi-tenant agency SaaS and AI market-research workflows using React/Next.js, Hono, FastAPI, Supabase/Postgres, Docker, multi-LLM routing, scoring, retrieval, and dashboards.

EARLIER EXPERIENCE

Executive Assistant - Modular Interiors, UK

Jan 2017 - Jul 2020

- Supported client communications, newsletters, process coordination, and early social marketing activity.
- Introduced a QR-code client system that improved process efficiency and supported revenue-generating client workflows.