

ROSSITSA DOROVSKA

MULTILINGUAL CONTENT & COMMUNICATIONS SPECIALIST |
10+ YEARS IN MEDIA & COPYWRITING | ENGAGED IN GULF CULTURE
& MARKETS



 +966 50 368 44 38

 rdorovska1987@gmail.com

 Riyadh, Saudi Arabia

SKILLS

- Ability to work under deadlines
- Proven writing skills
- Self-motivated
- Multitasking abilities
- Planning and coordination
- Problem solving
- Flexible and adaptable
- Fast learner
- Loyal and responsible
- Cultural awareness

EDUCATION

UNIVERSITY OF INSURANCE
AND FINANCE VUZF

Master's Degree in Journalism
and Production

2012 - 2013

A passionate and versatile communications professional with over 10 years of experience in creative writing, copywriting, and content strategy across print, digital, and social media platforms. Skilled in crafting compelling narratives in English, Bulgarian, and French, I bring a unique international perspective and an eye for detail that turns any topic into an engaging story.

Having worked with diverse media outlets and clients in Bulgaria and abroad, I possess a strong editorial instinct and the ability to adapt messaging across industries - including media, travel, aviation, lifestyle, and corporate communications. I create content that aligns with brand identity and engages target audiences effectively.

Born and educated in Bulgaria, I combine a strong European foundation with a growing knowledge of the Gulf region's culture, markets, and media landscape.

EXPERIENCE

SENIOR MARKETING EXECUTIVE

Sofema Aviation Services

May 2024 - September 2025

The company is a niche aviation regulatory training provider. The main activities are developing online and classroom training for various stakeholders in aviation, both individual and corporate.

- As a senior marketing officer, my responsibilities are related with the implementation of the company marketing strategy. This includes blogging, contact lists building, social media and email marketing campaigns.
- It requires familiarisation with the complex aviation industry and the regulatory framework behind it.
- Being a member of a small department, I should clearly communicate the daily tasks to the other employees and execute oversight on their performance, along with the manager.

JUNIOR MARKETING EXECUTIVE

Sofema Aviation Services

July 2023 - May 2024

SOFIA UNIVERSITY

Bachelor of Journalism

2006 - 2012

ST SOPHIA FOREIGN LANGUAGE SCHOOL

High School Diploma

Proficiency in French

2002 - 2006

LANGUAGES

BULGARIAN

Mother tongue

ENGLISH

Fluent

FRENCH

Fluent

ARABIC

Beginner

EDITOR

Property Forum

March 2023

- Covering the Bulgarian property market
- Creating content for Property Forum's website
- Conducting research on the property market in Bulgaria

HUMAN ANNOTATION AND FACT CHECKING

GATE Institute

October - November 2022

- Participated in a software development fact-checking project
- Audited and verified social media publications

CONTRIBUTING AUTHOR

Sharakah Media

April 2019 - June 2022

- Applied established research and organizational skills, writing accessible, engaging, and informative content with audience and team objectives in mind.
- Managed competing deadlines with efficiency.
- Produced original, creative content for promotional advertisements and marketing materials.
- Covered a broad specter of events in the city of Riyadh and produced content for print, as well as for digital issues and social media channels of the DQ Living magazine.

CONTRIBUTING WRITER

Expat.com

Dec 2019 - Feb 2021

- Brainstormed ideas to create useful content dedicated to the history and culture of Saudi Arabia for the visitors of the digital media.
- Organized material to research and complete writing tasks.
- Repurposed and optimized existing content for use in different mediums.

CONTRIBUTING WRITER

Women's Skills Bureau

Oct 2018 - Apr 2019

- Created briefs, features, and general content articles.
- Brainstormed ideas to create useful content for the readers of the magazine.
- Organized material to research and complete writing tasks.

CONTENT CONTRIBUTOR

GULFemina Magazine

Jan 2017 - Jun 2017

- Conducted interviews with subject matter experts to generate topics.
- Produced original, creative content for promotional advertisements and marketing materials.

JOURNALISM INTERN

bTV Media Group

Mar 2013 - Oct 2013

- Collaborated with professionals from the newsroom: producers, and news anchors.
- Covered stories for the morning show, the news, and the weekend show program.
- Planned and conducted research and pitched long-form stories to promote investigative news topics.
- Fact-checked breaking news headlines by performing background research, contacting experts or witnesses, and conferring with lawyers to comply with legal boundaries for sensitive stories.
- Interviewing, writing, suggesting, and establishing ideas for the daily news topics.

ADMINISTRATIVE SECRETARY

Notary Chamber of Bulgaria

Sep 2011 - Jan 2013

- Worked with all notaries in Bulgaria, maintaining the intranet system, the Registrar of notaries, the Notary chamber official site, writing press releases, official documents, and articles for the internal magazine – Notary Bulletin.
- Attended the meetings and the reunions of the General Assembly, the Council of Civil-Law Notary, The Supervisory Board.
- Organized seminars and forums with guests from national and international institutions, event planning, and managed the team of the Notary Chamber.
- Attended the meetings and the reunions of the Council of the Notaries of the European Union in foreign seminars and forums, working on international projects, European papers, draft laws in the field of notary legislation, and translation from Bulgarian to French and/or English.

ADMINISTRATIVE ASSISTANT

Sofia Regional Court

Mar 2007 - Aug 2011

- Maintaining the documents at the registry office, related to the court cases.
- Monitoring the deadlines and procedures of the court cases.
- Giving access to the lawyers and their clients to the documents at the registry office.
- Working with legal software.
- Working with Bulgarian civil legislation.