Curriculum Vitae

Bozhidara Bozhidarova Zhivkova



✉ Sofia, Strelbishte district, block 96
☎ *+359 888 055 587*
@ *zhivkova.dara@gmail.com*

Date of birth: January 8, 1989
Nationality: Bulgarian

About me

I consider myself an organized, proactive, and goal-oriented professional with a strong sense of responsibility. I thrive in collaborative environments, value teamwork, and contribute to building a positive and productive workplace culture. Throughout my career, I have learned to take ownership of my work and consistently find effective ways to achieve both individual and team objectives.

Over the years, I have been involved in a wide range of projects across diverse fields. Today, my professional focus is on sustainable development, ESG, and sustainable leadership. During the past two years, I have served as a lecturer, mentor, and jury member at numerous conferences, forums, and competitions dedicated to sustainability. In 2024, I actively covered the COP29 UN Climate Change Conference in Baku, reporting on key developments and global sustainability initiatives.

Education

10. 2012 – 07.2013	UNWE (University of National and World Economy), Sofia	Master's degree, specialty "Business Informatics"
09. 2008 – 07.2012	UNWE (University of National and World Economy), Sofia	Bachelor's degree, specialty "Business Informatics"
09. 2003 – 05. 2008	"Dr. Petar Beron" Language School	English

Additional qualifications

2023 г.	Faculty of Economics, Sofia University "St. Kliment Ohridski"	ESG Academy
2023 г.	Certificate "ESG Regulations at the European Level. Obligations for Business"	Expert Events
2025 г.	Faculty of Economics, Sofia University "St. Kliment Ohridski", CWBB and Lidl Bulgaria Academy for Diversity, Equality and Inclusion	
2026 г.	Leadership Academy of the Council of Women in Business in Bulgaria	

Work experience

June 2026 – present **Editor-in-Chief of the magazine “Economy”** **Media Economy Bulgaria**

- ❖ Determining the thematic plan of each issue and approving the content
- ❖ Organizing, coordinating and supervising the work of the editorial team

- Assigning topics, interviews and author's materials to editors and external authors
- Editing and approving texts before publication
- Coordinating work with designers, photographers, proofreaders and authors
- Participation in special projects, thematic issues and events of the magazine
- Communication with advertisers, PR agencies and partners for the implementation of joint projects

May 2023 – present **Editor-in-Chief of ESGnews.bg** **Brand Media Bulgaria**

- Determining the editorial policy, priorities and development of the sustainable practices platform ESGnews.bg
- Content planning and the editorial calendar of the media
- Preparing daily materials in ESGnews.bg
- Reviewing and approving texts for publication on the site
- Organizing thematic columns, interviews and webinars
- Participation in various trainings, competitions and forums related to ESG, climate and sustainable development
- Planning and implementing campaigns, competitions, awards and thematic events on ESGnews.bg
- Communication with advertisers, PR agencies and partners to implement joint projects
- Planning, implementation, monitoring and analysis of campaigns on social networks (Facebook, Instagram)
- Researching new topics, formats and ideas for media development

September 2022 – present **Author at Dir.bg** **DIR.BG**

- Creating content on sustainable topics – preparing articles and interviews related to the Green Deal and EU policies
- Monitoring national and global trends in the field of sustainable development
- Conducting interviews with representatives of business, the non-governmental sector, institutions and scientific circles
- Promoting good examples and practices in the field of sustainable development
- Active participation in covering the international meeting COP 29 in Baku in 2024
- Preparing articles for the annual Dir.bg forum - Green Transition
- Participation in creating the printed edition of the Green Transition forum

September 2021 - April 2023 **Editor-in-Chief of Oshte.bg** **Brand Media Bulgaria**

- Determining the editorial policy, thematic focus and long-term vision of the publication
- Coordinating the activities of the authors on the site and planning the content
- Reviewing and editing texts, interviews and articles
- Audience development and SEO optimization of the content
- Working with advertisers, PR agencies and partners
- Researching new topics, formats and ideas to engage the audience

April 2015 - November 2019 **Editor-in-Chief of Economic.bg** **Brand Media Bulgaria**

- Selection and management of a team of editors and organization of the activities of Economic.bg
- Planning, implementation and control of the overall editorial policy of Economic.bg
- Preparation of weekly and monthly plans for the content of Economic.bg
- Processing and systematization of information from various local and foreign sources
- Organization and conducting interviews with personalities from the world of business, politics, finance, etc.
- Preparation of daily materials in various categories - business, finance, economics, technology, health, lifestyle, etc. in various publications
- Planning, implementation, monitoring and analysis of campaigns on social networks (Facebook, LinkedIn, Instagram)
- Active participation in the organization of various media events - competitions, advertising events, presentations, etc.
- Attending and covering events from the world of business, politics, etc.

June 2011 – February 2013 **Corporate Communications** **Infostock.bg**

- ❖ Organization and responsibilities for preparing offers and contracts for working with clients
- ❖ Generation and publication of quarterly and annual financial reports
- ❖ Maintaining and updating profiles of various companies
- ❖ Daily communication and coordination with clients publishing public information on the site
- ❖ Calculation and uploading of annual dividends of public companies
- ❖ Negotiating for advertising on the site
- ❖ Daily administrative and office duties

Most important achievements:

- ✓ I led a team with which we managed to build one of the most renowned media in the field of business and economics – the site economic.bg;
- ✓ I was part of the creation of one of the most modern platforms for lifestyle content – the site oshte.bg;
- ✓ I actively participated in the organization of the competitions with a long history - "Mr. and Mrs. Economy" and "Mayor of the Year";
- ✓ I was part of numerous projects in the field of sustainable development and participated as a lecturer, mentor, jury, panelist, moderator in various forums and academies and other formats
- ✓ In 2024, I received the Green Pen award from B2B Media for a series of articles on green topics
- ✓ The media outlet I manage was also awarded the "Voice of Sustainability" award by the Bulgarian Network of the UN Global Compact in 2025
- ✓ ESGnews.bg was included as a good practice in the textbook on "Corporate Sustainability and Responsibility" of the Sofia University

Personal skills and competencies:

Languages:	Bulgarian	Materen
	English	
	reading	high level
	writing	high level
	conversation	high level
Technical skills and competencies:	Windows и MS Office	High level
	Facebook и Google Ads	Good level
	Работа със CMS системи	High level
	Copywriting	High level
Social skills and competencies:	High level of language culture, excellent teamwork skills, computer literacy, communication skills, organized, creative, striving for maximum results	
Interests and hobbies:	yoga, tourism, photography, fashion	