Georgia Valentinova Kirilova

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PROFESSIONAL EXPERIENCE

PhD Student in Marketing (*February 2025 – present*)
Amsterdam Business School (ABS), University of Amsterdam, Amsterdam, the Netherlands

Lecturer in Marketing (*January 2023 – February 2025*)
Amsterdam Business School (ABS), University of Amsterdam, Amsterdam, the Netherlands

EDUCATION

The University Teaching Qualification (UTQ) (May 2024)
Issued by the Teaching and Learning Centre of the University of Amsterdam

MSc Economics and Business, Marketing (*August 2022*)
Erasmus University Rotterdam, Rotterdam, the Netherlands

MSc Thesis: What influence do the brand reputation and message have on consumers' purchase intentions when using sustainability messaging as a promotional tool in Corporate Social Responsibility campaigns? **Grade: 8.5**

BSc International Economics and Business Economics (*August 2022*)
Erasmus University Rotterdam, Rotterdam, the Netherlands

RESEARCH and TEACHING DOMAIN

Consumer Behaviour
Online Marketing/Digital Marketing
Marketing Strategy

PEER-REVIEWED PUBLICATIONS

Talent Management in Marketing: A Framework and Agenda for Future Research by Stacey L. Malek, Georgia Kirilova, and Shikhar Sarin, *Academy of Marketing Science Review* (*2023*) https://doi.org/10.1007/s13162-023-00264-4

KEY RESEARCH IN PROGRESS

Does techno-optimism lead to action or complacency? by Joris Demmers and Georgia Kirilova (working manuscript)

A multi-proxy study on watching cues' effect on Pro-Environmental Behavior by Kobe Millet, Jan Willem Bolderdijk, Bert Weijters and Georgia Kirilova (working manuscript)

Effective Human-AI Collaboration for Ideation Task Engagement by Stacey Malek, Velmurugan Palanichamy, Fiona Schweitzer and Georgia Kirilova (working manuscript)

TEACHING EXPERIENCE

Pre-Master's Programme Business Administration: **Management Research Methods 2** (*2023*)
Amsterdam Business School, the Netherlands
• Co-coordinated the course and taught 60 students. Supported the administration of the course and developed course and exam materials.

Pre-Master's Programme Business Administration: **Marketing Management** *(2023)*
Amsterdam Business School, the Netherlands
• Co-coordinated the course and taught 60 students. Developed course and exam materials. Invigilated and graded the exam.

MSc Business Administration or MSc Entrepreneurship: **Online Marketing** *(2023)*
Amsterdam Business School, the Netherlands
• Administered and taught 2 tutorial groups. Created course materials and cases for final assignments and presentations.

BSc Business Administration Course: **Digital Technologies and Marketing** (*2023*)
Amsterdam Business School, the Netherlands
• Developed additional course materials, such as educational videos and exercises. Taught 3 tutorials.

Trainer for Productivity and Time Management (September 2022 – present)
LifeVersity, Rotterdam, the Netherlands
• Teaching a group of 10 voluntarily signed-up students in each block who aspire to develop themselves personally. Creating and improving the course myself by doing research on productivity.

Teaching Assistant Empirical Marketing (February *2022 – May 2022*)
ESE, Erasmus University, Rotterdam, the Netherlands
• Designed and gave workshops in which I supervised and taught 60 students how to analyse statistical output using R.

Teaching Assistant Professional Development *(September 2021 – May 2023*)
RSM, Erasmus University, Rotterdam, the Netherlands
• Taught 120 second-year university students the importance of soft skills such as writing, negotiation, coaching, and leadership. Supported the course coordinator, Dr. Taslim Alade, in the course's administration and the content creation.

LEADERSHIP and SUPERVISORY EXPERIENCE

Marketing MSc Thesis Supervision (*2024 – present*)
Amsterdam Business School, the Netherlands

BSc Thesis Supervision *(2023-present)*
Amsterdam Business School, the Netherlands (IBA BSc)
• Supervised 10 students per academic year in writing their thesis, 4 of which I connected with a start-up from Leeuwarden – **Luchtbrigade**, for which the students performed an experiment, generated a report with conclusions and recommendations and presented the results to the company.

Head of Marketing at Extraordinary Life (*September 2021 – August 2022*)
Erasmus University Rotterdam, the Netherlands
• Led a committee of 8 other members; together, we took care of the social presence of the association on campus, aiming to reach many students and created merchandise for the members of the association.

SEMINAR and WORKSHOP PARTICIPATION

PhD course Ethics in Management Research by Arno Kourula and Richard Ronay
Amsterdam Business School, the Netherlands (October – December 2023)

MicroLab: How to explain complex ideas in a simple way – Community for Learning and Innovation
Erasmus University, Rotterdam, the Netherlands (*2022*)

INDUSTRY EXPERIENCE

Student Assistant HR (September *2021 – May 2022*)
Rotterdam School of Management BV., Rotterdam, the Netherlands

Global Marketing Intern (March *2021- August 2021*)
Unilever, Rotterdam, the Netherlands

- Conducted comprehensive market research to identify opportunities and challenges for natural deodorants in the Dutch market. Analysed consumer trends and preferences to tailor marketing strategies for the target audience.
- Collaborated with the marketing team to develop and implement effective strategies for promoting natural deodorants, ensuring alignment with the brand's global marketing objectives.
- Contributed creative ideas to marketing initiatives, ensuring a strong and consistent brand presence.

Procurement Intern (September *200 - March 2021*)
IBM, Sofia, Bulgaria

- Worked closely with cross-functional teams, including IT, legal, and procurement, to ensure the successful integration of Trust Your Supplier into the procurement workflow.
- Generated regular reports to assess the performance and utilisation of the Trust Your Supplier tool.
- Supported the coordination of various projects related to procurement and supplier management, ensuring alignment with IBM's strategic goals.

Certificates

- A2 – B1 Certificate of Completion of The JeDutchy A2+ Dutch intensive course, Lepkem, *November 2023*
- Certificate for successfully completing the course "Intermediate R", *January 2023*
- Certificate for participating as a mentor during the program ABLE Mentor, *January 2023*
- Certificate for contributing as a volunteer at the event "Hello Space - Bulgaria/EU calling" - The Atlantic Club of Bulgaria, *July 2021*

- Certificate "The Fundamentals of Digital Marketing" - Google Digital Garage, *December 2020*
- Certificate "Programming basics with Python", *April 2020*
- Certificate of Completion "Elements of Artificial Intelligence" - University of Helsinki, *February 2020*