

JOB IN DUBAI

THE ULTIMATE CHECKLIST FOR SUCCESS

All the important building blocks of a successful job applications strategy in Dubai.

Boril Bogoev, Ph.D.

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Introduction

The job market in Dubai is highly competitive. Actually, it is so dynamic and even hostile, that even if you are a top expert in your industry, it is still very hard to stand out from the crowd.

Is the following looking familiar to you:

Job	Company
<ul style="list-style-type: none">• 8/9 skills match• 1,739 applicants	<ul style="list-style-type: none">• 51-200 employees• Luxury Goods & Jewelry

I was facing the same brick wall for a year, that's why I decided to adopt a "scientific" approach. This helped me to find two high-paying jobs within a year and build quality presence and connections on the UAE job market as well in my industry.

The document you are reading at the moment is a well-structured version of my approach during the past 12 months. It contains all the elements I used for success. Turns out that you can use them, too.

The document is a checklist, not a guide and this is a good thing. It is action oriented. You will not find filler content here or long personal stories and exhaustive explanations. *Each and every piece of it is targeted to help you understand the structure, the process and take action.*

You can use it as a master plan or just as a "simple" checklist in your job-finding process. It gives you the big picture as well as the particular elements you need in order to build and execute your strategy and actions.

The ultimate checklist for finding a job in Dubai will save your time, will give you clarity and will let you focus on the essential stuff, like – you know – hunting for the right job.

Preparation

Before entering the battlefield, it is a good idea to do your homework.

Your Offer

Think of what you can offer, what do you have “for sale”. You should be very clear about that if you want to win the best matching job. Check those out:

Skills & Qualification

Experience

Contacts

Results

Authority

Education

Your Expectations

The other important thing is to be aware and clearly understand your expectations about your dream job. Having them in mind will let you recognize that dream job, when you stumble upon it. Think about the following:

Location / area

Corporate culture

Team/company size

Salary and allowances

- Boss type / attitude
- Your Start Date
- Notification period
- Personal and family events
- Break between jobs
- Vacations or travel home

Your Salary and Benefits

Of course, this should be one of your main considerations. This is what are you going to fight for. Decide it in advance and you will feel and look confident about what you want to achieve. Check and figure out:

- Industry benchmarks
- Start salary to fight for
- Minimum starting salary you would agree
- Benefits and allowances and their priority
- Your target salary (after probation period and proving performance)
- Expected salary increase over time

Presence

After the basic preparation, the first thing to go for is setting your presence. You need to prepare your platform, your face as a professional. This is the face you are going to show to the recruiters, the employers, to your colleagues from the same industry.

CV / Resume

The CV or Resume, of course, is the fundamental point here. You need to craft it well, but this is not the only important thing. You need to plan it and prepare it with the ability to be customized in mind. You want to be able to adapt (slightly) the CV to each and every job you apply for.

It should match the corporate culture, the terms used in the job offer even the tone of voice of the particular brand. For this to happen, you should first prepare the “core CV”. You will use it as a base to create its customized instances for each job you are applying for.

The Core CV (the customizable base)

- Name
- Tagline / Title
- Personal & Contact Details
- Profile (elevator pitch)
- Work experience
- Key qualifications
- Top strengths
- Educational background
- References

Customization process

- Tagline / Title
- Elevator pitch twist
- Key qualifications twist
- Key strengths twist

Cover Letter (customizable)

The same customization approach (even more important than the one with the CV) applies to the cover letter. This is a multi-functional text. You can send it as a formal cover letter or use it as a pitch or contact message through various platforms like email, LinkedIn, Facebook, etc.

The Core Cover Letter

- General introduction
- Highlights (bullets)
- Call to action
- Contact details

Customization process

- Highlights (bullets) twist
- Call to action twist

LinkedIn Profile

The third important element is your LinkedIn profile. It should be aligned with your CV and cover letter. Of course, you cannot customize it for each position you apply, because you cannot keep multiple instances of your profile. That's why you want to craft it to show your best self as a person and a professional and to showcase your greatest achievements.

Images

- Professional
- Career & business related

Info sections

- Title / Tagline
- About
- Work experience
- Educational background
- Licenses & Certificates

- Skills
- Accomplishments
- Endorsements
- Add profile in different language (Arabic?)

Publications / posts

- Topics = show your expertise and confidence
- Repost from your blog
- Post directly in LinkedIn

Groups & Following

- Career related
- Mentors related
- Skills related
- Hobby related

Social Media Profiles and Activity

Do not forget that the recruiters and managers / business owners also check you on social media channels. Do an in-depth audit of your social media presence and try to keep your integrity. Each social network may show different part of your personality, but all the pieces should build your perfect image – professional and from the perspective of your personal life.

Facebook

- Industry news, events and articles
- Lifestyle of integrity
- Remove the ugly moments

Instagram

- Lifestyle of integrity
- Remove show-offs and ugly moments

Twitter

- News and events in your industry

Share your opinion (integrity)

YouTube

Vlog videos to show skills, experience and confidence

Snapchat

Keep integrity

TikTok

⇒ Keep integrity

Website and Blog

This looks like an extra effort. You may think – who would read my website and blog? But, please, keep in mind: your goal here is not to have thousands of readers. If you have 10 visits and got one job, this is a total win. Not the quantity matters here, but the right audience and the fact that you are demonstrating your presence and expertise by publishing content on your website and blog.

About you (the full CV in a website format)

Portfolio (projects, work)

Testimonials and recommendations

Full contact details

Professional blog

- Industry news and events (coverage)
- Interviews with influencers in your industry
- Articles showing expertise
- How-to
- List
- Infographics
- Reviews of tools of the trade in your industry

- Videos (embedded from your YouTube channel)

Job Portals (setup profiles)

It is a good idea to build a full profile on all the main job portals in Dubai. This will give you the exposure and the sources of job opportunities from different sources. Do not just create the accounts, but fill all the blanks, upload information about yourself and, please, publish professional photos of yourself, not from your last vacation or night club experience.

Bayt.com

<https://www.bayt.com/en/uae/>

Monster Gulf

<http://www.monstergulf.com/>

Gulf Talent

<https://www.gulftalent.com/>

Naukri Gulf

<http://www.naukrigulf.com/>

Dubizzle

<https://dubai.dubizzle.com/jobs/>

CareerJet Dubai

<http://www.careerjet.ae/>

Khaleej Times

<http://buzzon.khaleejtimes.com/ad-category/jobs-vacancies/>

GN Careers

<http://www.gncareers.com/>

eFinancial Careers

<http://www.efinancialcareers-gulf.com/>

Indeed

<http://www.indeed.ae/>

AuthorityJob

<https://authorityjob.com/>

Wazifa.ae

<https://wazifa.ae/>

References List

References work. Especially in Middle East. Explore your friends and colleagues list, your address book and figure out the people that can say a few good words about you. Then contact them and ask for permission to include their contacts in your references list. Even, you can ask them to sign reference letters (written by them or prepared by yourself and given for signing).

Mentors

Previous managers

Influential people / leaders

Colleagues

Clients

Authority

You can skip this part, of course. But let me put it this way: In my entire career (19 years in marketing, so far) I have never “looked” for a job.

Each and every time when I’ve got a new job it was because I have been personally invited for it.

Why? Because I have put a lot of time effort to build the core pillars of my career – experience, presence, authority and visibility. When you combine them, you’ve got invitations to the best jobs or event companies creating positions personally for yourself.

You don’t need to postpone your job-hunting process until gaining authority and visibility (because it takes time), but set it as a part of your routine, to work constantly on it.

How do you build your authority? See the most important ways below:

Publications

Personal blog

Industry magazines and portals

Scientific magazines/papers in your industry

Business magazines and media

Interviews and Media Appearance

TV

Radio

Online media

Email newsletters

Blogs of industry influencers

Diplomas

Certificates

Awards

Speaking

Industry events

Business events

Trainings, workshops, conferences

Testimonials (opinions)

Memberships

Professional and business organizations in your industry or where your future employers participate.

Visibility

Now, as you set the foundations, you must show up. A lot. Everywhere. Why?

Your potential employers should 1) Learn that you exist. 2) Know more about you. 3) See/hear from many different sources. This is the only way to show yourself on their radars.

Otherwise, you will be one of the 1,235 other applicants.

How can you gain visibility?

Events Networking

Industry Events (meet colleagues)

Target companies-industry events (meet employers/clients)

Speaking on events

Special/Targeted Seminars and Trainings

Online Advertising

Facebook. & Instagram ads (yourself and your content)

LinkedIn ads (yourself and your content)

YouTube ads (yourself and your content)

Guest posts

Interviews with influencers

Media Appearances

Online magazine column

Interviews in 3rd party media

Your own VLOG content

Your own BLOG content

Viral / Authority social media content

Making Connections

LinkedIn push

Home-country push

Previous: Colleagues

Industry colleagues

Events and conferences

Parents communities

Approaches

Finding the perfect job can go through different routes. Here are the top 5 of them. You can combine the approaches for stronger effect, of course.

The Consultancy Trojan Horse

You enter the organization and meet the decision makers not “looking for a long term, full-time job”, but helping, being a consultant, participating in an internship. When you enter behind the “city walls”, then you hit.

Step 1: Build presence

Step 2: Find your first clients

Step 3: Obtain recommendations

Step 4: Build authority

Step 5: Build visibility

Step 6: Research and find your dream company

Step 7: Build relationship

Step 8: Shoot in the right moment (the stake is hundreds of thousands AED, even millions)

Step 9: Track and analyze

The Authority Herald

This is my preferred approach – gain authority, build visibility and wait for the employers and clients to approach you by themselves. This way I’ve got three

high-paying jobs over the years and at least 20 new clients for my consulting services.

Step 1: Build presence

Step 2: Build authority

Step 3: Build visibility

Step 4: Build your funnel

- Free services/products
- Cheap services/products
- Mid-price services/products
- Expensive services/products
- Premium services/products
- VIP/Exclusive services/products

Step 5: Network pro-actively

- LinkedIn
- Events
- Existing connections

Step 6: Receive offers and pick one top start with

Step 7: Track and analyze

The Networking Superstar

This approach is not for everyone but works like charm. You need to be hyperactive in researching the right people and building connections with them.

Step 1: Build presence

Step 2: Build authority

Step 3: Go hustle

- Find the right people
- Make first contact
- Build relationships
- Shoot in the right moment

Step 4: Track and analyze

The Job Applications Monster

This approach counts on the power of the consistent hard work by submitting as many quality applications for dream positions as you can.

Step 1: Build presence

Step 2: Build relationships

Step 3: Apply smart

- Choose only the best offer (job positions) that match your profile
- Better less quality job offers than many non-focused
- Customize and adapt your CV and cover letter for each application
- Apply on daily basis (as a full-time job)

Step 4: Track your application metrics and optimize

- Number of applications
- Number of first interviews
- Applications to Interviews ratio

The Bulldog

This is a risky approach but it allows you to focus your efforts. The idea is to pick a small number of dream positions (or companies) and chase them until you achieve success with one of them. You cannot spread yourself too thin, so pick between 1-2 and 4-5 positions/companies at a time and DO NOT SURRENDER.

Step 1: Build presence

- Step 2: Build authority
- Step 3: Research and find your dream company
- Step 4: Do your homework and prepare an offer they cannot refuse
- Step 5: Find and connect with the right people
- Step 6: Attack until positive result (no surrender), adapt
- Step 7: Track and analyze

Tracking and Improvement

There is a saying: “What you measure, you can improve!” and it is the very truth. You need to measure and track your actions and results. This is the only way to know where you on your path are, what you can improve and how close are you to your goals.

The Journey

Your journey from a job hunter to a highly-paid employee passes through several stages. You need to know them well and measure your transition key performance indicators between the stages. The main phases are:

- Matching opportunities
- Applications
- Interview invitations
- Second interview invitations
- Real offers

Key Performance Indicators

Here are the metrics you need to track in order to know how successful are you and how can you improve your results:

- Number of matching opportunities
- Number of applications

Number of interview invitations

Number of second interview invitations

Number of real offers

Conversion Triggers

In order to improve your overall performance, it is well enough to improve your “transition rates” between the separate stages – one-by-one or several at once. For each transition there is a specific set of factors that influence this particular transition. These factors I call “conversion triggers”. Here are the main ones for each of the phases:

Opportunities -> Applications

- Accountability: Tracking sheet
- Strategy and plan: This ultimate checklist
- Dedicated time: 2-6 hours daily
- Applications pack ready

Applications -> Interviews

- Customization of each application
- Attack from many sides
- Be persistent; never quit
- Get introduced
- Build Presence
- Build Visibility
- Build Authority
- Build Connections

Interviews -> Second Interview

- Outlook & style
- Attitude and body language
- Communication and presentation skills
- Demonstrated knowledge, experience and expertise

- Likability, charisma, chemistry with the interviewer
- Recommendations, references

Second Interviews -> Real Offers

- Negotiations & Self-sales skills
- Making an offer they cannot refuse (perceived value >> employer investment)

Tracking Sheets

The only tool you need is a sheet of paper or an Excel/Word file. The important elements you need to track are:

Key Persons Tracking Sheet

Applications Tracking Sheet

Interviews Tracking Sheet

Negotiations Tracking Sheet

Trigger Improvement Sheet

One of your goals is to track your progress and try to improve the results. That's why you need a space to store your ideas and record the results of your "improvement experiments".

Opportunities -> Applications improvement

Applications -> Interviews improvement

Interviews -> Second Interviews improvement

Second Interviews -> Real Offers improvement

Skills to Master

This is a non-exhaustive checklist of the core skills you need to master over time in order to be a competitive candidate for any position.

Technical Skills

- Operating systems
- Office packs
- Browsing and using web apps

Marketing Skills

- Copywriting
- Social media
- Blogging
- Sales tactics
- Personal branding

Communication Skills

- Email etiquette
- Rapport
- Storytelling

Persuasion

Negotiating

Verbal self-defence

Presentation and Speaking Skills

Voice and intonation

Public speaking

Body language

Visual Styling and Structuring Skills

Presentations design

Documents design

Sheets design

Resources

Here are some links you will need in your journey to finding the dream job in Dubai and Middle East in general:

Salary Guides

Robert Half

<https://www.roberthalf.ae/reports-and-guides/salary-guide>

Charter House

<https://www.charterhouseme.ae/salary-guide>

Hays 2019

https://www.hays.ae/cs/groups/hays_common/@ae/@content/documents/digitalasset/hays_2412056.pdf

Robert Walters 2019

<https://www.robertwalters.com/content/dam/robert-walters/global/files/salary-survey/salary-survey-2019-middle-east-and-africa.pdf>

The National 2019

<https://www.thenational.ae/business/money/uae-salary-guide-2019-how-much-should-you-be-earning-1.800567>

Michael Page

<https://whatson.ae/2019/01/new-uae-salary-guide-reveals-what-you-should-be-earning/>

Job Portals

Bayt.com

<https://www.bayt.com/en/uae/>

Monster Gulf

<http://www.monstergulf.com/>

Gulf Talent

<https://www.gulftalent.com/>

Naukri Gulf

<http://www.naukrigulf.com/>

Dubizzle

<https://dubai.dubizzle.com/jobs/>

CareerJet Dubai

<http://www.careerjet.ae/>

Khaleej Times

<http://buzzon.khaleejtimes.com/ad-category/jobs-vacancies/>

GN Careers

<http://www.gncareers.com/>

eFinancial Careers

<http://www.efinancialcareers-gulf.com/>

Indeed

<http://www.indeed.ae/>

AuthorityJob

<https://authorityjob.com/>

Wazifa.ae

<https://wazifa.ae/>

Human Resource Agencies and Recruiters

Carter Murray

<https://www.cartermurray.com/jobs/dubai/>

GulfTalent

<https://www.gulftalent.com/>

Bayt

<https://www.bayt.com/en/uae/>

Mackenzie Jones

<http://mackenziejones.com/>

Hays

<https://www.hays.ae/>

NADIA

<http://www.nadia-me.com/>

Charter House

<https://www.charterhouseme.ae/>

Conclusion

Can you still get your dream job without following and applying everything in this huge checklist? Absolutely yes, especially if you are lucky. You will need great amounts of luck in order to stand out and win against the fierce competition in Dubai.

However, if you want to improve your chances for success, you will find this document extremely useful.

Currently I am working on a more detailed guide, based on this structure, but this will take some time. That's why I decided to share this checklist with you, so you can improve your success rate right away.

When the guide is ready, I will certainly share it with you as well.

I wish you great success in finding your dream job!

Boril Bogoev, Ph.D.

Dubai, UAE

About the Author

Short Bio

Consultant, Speaker and Entrepreneur

Boril holds a Ph.D. in Business Models on the Internet. He has been working in the field of digital technology and marketing since 1999 and has spent the last 19 years focusing on internet marketing and sales, consulting, affiliate marketing, blogging, web design, writing and copywriting.

Boril is **creator of many online courses** focused on productivity, marketing and sales, including *“Building a Personal Brand and Reputation”*, *“Total Optimization for Sales”*, *“Email Marketing for Beginners”*, *“Introduction to E-commerce”*, *“The Profitable Website”*, *“Jump Start in Internet Marketing”*, *“Ten Habits for Top Productivity”*, *“Email Marketing Best Practices”*, *“Affiliate Profits”*, *“Anatomy of Traffic”*, *“Business Platform for Success”*, *“Personal Brand and Reputation Online”*.

Boril Bogoev is a **well-known speaker with appearances on some of the top marketing and business events** like Eventex, Zero Marketing seminars, Social Me Workshop editions, Rotaract club meetings, K2Web Conference, E-Manager Seminars, Travel Academy. He has conducted numerous online marketing, sales and customer service trainings with brands from various industries.

Profile

Omni-Channel, Marketing Technology and Digital Transformation Leader

Experienced omni-channel marketing, martech and digital transformation expert with a Ph.D. in Business Models on the Internet. Has been working in the field of digital technology and marketing since 1999. Author of 2 books, 5 e-books 15 online courses on online marketing and business. Speaker at 50+ major events about digital business, marketing and ecommerce.

Strengths

- Creativity
- Focus and Productivity
- Flexibility and Adaptability
- Communication
- Public Speaking
- Sense of Humor
- Pro-activity

Skills & Tools

- Google Analytics
- Google Tag Manager
- HotJar
- Facebook Ads
- MailChimp, GetResponse, etc.
- WordPress
- OmniConvert
- MS Office
- Adobe Creative Suite
- cPanel

Key Areas of Qualification and Specialization



Omni-Channel Marketing



Marketing Technology



User Journey Building



Data-Driven Analysis and Planning



Customer Activation



Digital Transformation



Conversion Rate Optimization



Business Models Optimization



Storytelling and Hypnotic Copywriting

Marketing-Related Skills

Marketing Strategy	Marketing Teams Leadership	Marketing Analysis	Email Marketing	Content Marketing
Copywriting	Facebook Advertising	Social Media Marketing	Affiliate Marketing	Influencer Marketing
Conversion Rate Optimization	Marketing Automation	Search Engine Optimization	Mobile Marketing	User Experience
Website Content Management	Graphical Design	Presentation Design	HTML & CSS	Project Management

Education

- Doctor of Philosophy (Ph.D.) on Online Business Models.
- Master of Science (MSc): Automation and Control.

- Specialist of Business Administration (The College of North West London).

What Others Say About Me

Martina O'Gorman (Friedrichova), Head of Marketing and Brand, Exponea

“During our cooperation, I found Boril to be entrepreneurial, disciplined, creative, knowledgeable and persistent. His positive attitude and high energy was highly appreciated especially during the time of setting up new processes in place as his drive never stopped. He always finds a time for his team members to go into the details of assigned tasks and make sure, all of us are in same page and we work for same goal.

And to highlight, Boril is extremely loyal and you can count on his support any time! It's truly a pleasure to work with him and I believe, he would be a great addition to any organization.”

Ovanes Ovanessian, Co-Founder and CEO, Web & Events

“We have worked with Boril many times, and he has been a lecturer at many of our events. For me, Boril is one of the best speakers (certainly in the top 3) on marketing topics in Bulgaria.

We have worked with over 100 speakers on similar topics, so that can tell you a lot! Most important to me is that Boril is a great person and is always ready to help as much as he can.

Extremely accurate, precise, and smiling!”

Vlad Penev, Digital Business Consultant

“I have worked closely with Boril on our project together and what stood up to me was his amazing ability to have outstanding structured communication with everybody while being a take-charge person who is able to present creative ideas and communicate the benefits.

During our work together I have seen many examples of his professionalism and have long been impressed by his diligence and work ethic. Boril's proactive manner allows him to oversee a project and remove blockers while keeping things running smoothly while consistently maintaining high standards of quality and value.

I recommend Boril to those who want to find themselves in a partnership with a knowledgeable partner with a vision who makes no compromises when it comes to an inspiring delivery."

Darina Hristova, Brand Manager, Pierre Fabre Bulgaria

"It is my pleasure to know and work with Boril for the second year now. I was impressed with the action during the "Zero Budget Internet Marketing" seminar, and more specifically, with my presentation, Email Kama Sutra.

Both in life and in business, finding the right partner is lucky! Well, I had this one, to find Boril, to team up and enjoy our mutual work. Due to his exceptional professionalism and dedication to the job, I boldly claim that we have one of the highest quality online marketing presence among our competitors.

A big thank you to a great MAN!"

Alexandra Todorova, PR Manager

"Boril is a brilliant teacher and adviser! He broadened my horizon in the field of Internet marketing within an on-line training.

The training was full of real tasks, I've put into practice immediately. He is a helpful, intelligent and experienced person, who knows how to show you the right directions, concerning your businesses reputation and image in the social media."