

Raffy Nikoghosyan

Sales Manager · Real Estate and Marketing

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3+ years	3 markets	CRM + iOS	100+
in real estate sales, since 2023	Burgas, Varna and Dubai	in-house system with a mobile app and automations	carousels, videos and stories on social media

PROFILE

Sales manager with over 3 years of experience in residential real estate on the Bulgarian Black Sea coast. I run the deal from the first conversation to the notary and build the marketing around it: campaigns, daily content, CRM and automations that save hours of work. My strength is where sales and marketing meet, especially with international buyers of seaside property.

PROFESSIONAL EXPERIENCE

Managing Director and Sales Manager
07.2025 to present

BulGhar Homes Ltd · Burgas and Varna

- **Sales:** end-to-end deal management: valuation, document due diligence, negotiation and representation through to the notary.
- **Marketing strategy:** planning, brainstorming and execution of campaigns across Instagram, Facebook, TikTok, Facebook groups and an email newsletter.
- **Content:** carousels, video (Reels and TikTok) and stories on an editorial calendar; own visual style and brand.
- **Website and SEO:** multilingual website with new-build catalogues, smart search with filters and map, and a blog; technical SEO and traffic analytics.
- **Systems:** CRM with a mobile app and workflow automation: enquiries, viewings, reminders, publishing.
- **“Eurovision 2027 Burgas” campaign:** market research, analysis of 95 online communities, outreach to 71 hotels and properties, landing page and forms in 8 languages.
- **Team and partners:** coordination of a regional manager for Varna and partner projects in Dubai.

Real Estate Broker
03.2025 to 09.2025

Home2U · Varna

- Residential sales and lettings: viewings, negotiation with buyers and owners.
- Market analysis and pricing advice for property owners.

Real Estate Broker
07.2023 to 09.2024

XNVD Company · Varna

- Work with buyers and owners, portal listings, viewings and deal support.
- Deal preparation: documents, valuation, client communication.

EDUCATION

Technical University of Varna
2024 to present

Bachelor’s degree, Artificial Intelligence

Acad. N. D. Zelinsky Vocational High School, Burgas
2019 to 2023

Applied Programming

SKILLS

SALES

Negotiation and closing
International buyers
New builds and resort complexes
Market analysis and pricing
Document due diligence

MARKETING

Campaign development
Brainstorming and creative concepts
Content marketing and copywriting
Social media and communities
SEO and web analytics
Email marketing
Brand identity
Multilingual content

TECHNOLOGY

PROGRAMMING

Python · JavaScript · HTML / CSS · SQL · Swift · C# · Git

PLATFORMS

Cloudflare · CRM · Google Analytics · Search Console · Meta Business Suite · TikTok Studio · Excel

AI

AI agents · Automation · Prompt engineering

LANGUAGES

Bulgarian	native
English	fluent
Armenian	elementary