

Digital Nomad

ENDURANCE Role model profile

Velizar Milanov,
Bulgaria



Sports background

Velizar's first choice of sport was football. As most young children in Bulgaria, football draws their interest because statistically, it is the number one sport in the country. After a small transition into martial arts, his love for basketball was born around 12-13 years of age. That's when he started following the sport more closely and joined a club. He was also part of his high-school team and participated in all kinds of championships. Through the years, sports and education went hand in hand and at one point he was forced to make a decision which career path he would pursue. He received his BA in Marketing, travelled and studied in Spain as an Erasmus student, fluent in English and Spanish, and in 2018 his choice was to form his own digital marketing star-up - DigitInk

Entrepreneurship background

Even though Velizar does have a background as an entrepreneur on a small level (when he was 14 he used to sale bracelets online) his digital marketing agency is his breakthrough as an entrepreneur. The ambition and discipline which he brings into the agency are all formed by his basketball background and all - around love for sport and physical activity. As mentioned, the company specializes in Digital Advertisement for Online Businesses. The company is active internationally, it is one of the top digital marketing agencies in Bulgaria and is recognized by Clutch (a platform of in-depth client reviews, data-driven content, and vetted market leaders) as a top pay per click company. The founders of the company are two – Velizar and Daniel. Daniel, in his own right, has a background into martial arts, training and participating in championships for years.

The services that DigitInk provides are: analyses of the client's businesses niche and competition, market research and competitive landscape evaluation, communicating the desired goals and creation of an Integrated Marketing Plan. A budget will be spent on platforms that matter for the client. For some businesses, that would be Facebook & Instagram, but for others it will be more optimal to use Google Search Ads and Youtube. It is all unique and adaptable towards the client's needs and requests.

Entering entrepreneurial path

The circumstances under which Velizar decided to start his entrepreneurial activities have been in play ever since he was in the beginning of his teenage years. He always wanted to do something on his own, he did not know what exactly but his education in marketing and other jobs and internships into



marketing and finance led him to his love of digital marketing. His parents were, and still are, a source of knowledge and inspiration. They were the ones who gave him advice on how to set up the company, how to do it, who to contact. His love for entrepreneurial books is also in the center of his inspiration. Gary Vaynerchuk for example and his book *Crush It* is a bestseller which is dedicated to the entrepreneurial spirit. Also, other marketing books related to marketing and finance are the foundation of Velizar's know-how. He did not face too much difficulties into his transition from an athlete into entrepreneur because he always aimed at becoming one. He used sports, not only because of the love of the game, but also to try and build those characteristics that are applicable in many aspects of life – perseverance, discipline, confidence and ability to push through the hard times. Trials and tribulations are inevitable, he faced them at the early stages of DigitInk, later one, the Covid – 19 pandemic took place and the company took a hit. Nevertheless, those things are unpredictable and he tries to face them head on. Another challenge was his own personal doubts. In his own words "I guess the biggest challenge was overcoming my own fears and insecurities when it comes to starting my own business. The possibility of failure and of course the possibility of success and how one can handle it. I think this is the most challenging thing when getting involved into entrepreneurship and starting your own business"

Empowered and encouraged

Everything that Velizar has learned from sports, and is still learning, has helped him into becoming and striving as an entrepreneur. Sofia is a popular destination for national and international start-up companies. The IT sector is constantly developing and the competition is high. His love for competition was formed because of his basketball background. It is very difficult to begin a start-up but his mind has been set to create something on his own. This has been developed because of his ability to focus on the basketball court. And most importantly, there is physical pain that every athlete goes through and if he is able to persevere through that, long hours in the office or tough negotiations, at times, can seem quite easy. Sports continues to help him form a confidence factor which he brings into the corporate world. But more so, the love of learning and open mindedness to different approaches can expand the mind of a former athlete into transitioning to an entrepreneur.

Note: This profile was accomplished using the available primary materials. It reflects the views of the authors, and it serves educational and research purposes. The authors do not endorse or recommend any particular products, services or persons mentioned therein.