

CURRICULUM VITAE

Personal information

Name: Paulina Tsvetanova
Date of birth: 26 December 1983
Origin: Plovdiv, Bulgaria
Nationality: German
Address: Gormannstr. 25, 10119 Berlin-Mitte, Germany
Tel: 0049-30-95602834, Mob: 0049-179-7507939
E-Mail: hello@paulinasfriends.com
Internet: www.paulinasfriends.com
www.paulinasfriendsfashion.com



Work Experience

since 09/2016 **Founder & CEO of PAULINA'S FRIENDS - Explore & Collect the Extraordinary.**

Concept Gallery / Creative Agency for Art, Design, exquisite Art Crafts & Haute Couture Fashion in the downtown of Berlin. Only unique pieces! We stand for thinking outside of the box, breaking down barriers and experimental curating on the cutting edge of all creative disciplines. Collaboration with more than 100 interdisciplinary international emerging artists & designers. Launched an own extravagant fashion collection in 2018
www.paulinasfriendsfashion.com

01-03/2017 **Marketing & PR for the exhibition LiveLife in the Gallery Berlin-Baku**

Client: IDEA - International Dialogue for Environmental Action & Heydar Aliev Foundation, Aserbajdschan

09/2014 - 1/2016 **Director Marketing & Sales at publishing house ART AUREA, Berlin**

International Magazine for Art, Design, Crafts and Manufacturing;
sales manager for adverts/advertising space, creating marketing concepts, sales strategy, e-mail marketing, social media marketing (facebook, linkedin, google+, twitter, xing), account management, customers support, representation at fairs, organisation of photoshootings for customers

09/2012 - 09/2014 **Director of the Gallery Flierl, Berlin**

Gallery management, market and branch developments analysis, public relations, curating, artist support, sales, organisation of international symposia, contests, exchange exhibitions, cooperations with art & cultural associations, catalogue raisonné and art estates support service, promotion of selected artists

since 2009 **Marketing Manager & Berlin Coordinator of sculpture network, international**

European NGO supporting contemporary sculpture;

development, planning and implementation of marketing strategies, sponsoring & fundraising, crowdfunding, advertising, media cooperations, general management, conception and evaluation of members exhibitions, press work, event management, members care, database, maintenance, social networking

2012 **Art and exhibition management** for the Berlin based artist Ute Faber

2012 **Fundraising & PR** for open]art[space - projektraum kunst, Berlin

2012 **Project management** for studios & gallery guided tour Südwestpassage Kultour, Berlin

2010 - 2012 **Project management & marketing** for following Berlin based art fairs:

- abc (art berlin contemporary, today: art berlin), Assistant manager, VIP Relations
- Gallery Weekend Berlin, Assistant manager
- Preview Berlin. The Emerging Art Fair (today: Positions Berlin)
- Art Festival Jung Art Berlin
- Art Forum Berlin, VIP Counter

2009 **Cultural Management & Funding, Munich**

- Allianz Cultural Foundation (Internship)
- Auction house Ursula Nusser (Assistance)
- Anita Kontrec, Köln, Art Management

2006 - 2008 **Cross-cultural and interdisciplinary art mediation, Freiburg**

Bulgarian-Romanian student association 'Gryphon' (co-founder, treasurer, voluntary)

2005 - 2008 Studentenwerk Freiburg (organisation of cultural events, guided tours throughout Europe)

Education

2002 - 2008 University studies at Albert-Ludwigs-Universität Freiburg i.Br.

Art History, Philosophy, Christian Archeology and Byzantine Art history, title of qualification awarded: Master of Arts, final grade 2.0

1997 - 2002 German Language Certificate qualifying for university admission, German language school in Plovdiv, Bulgaria, final grade 1.0

Additional qualifications & specializations

2015 website optimising, SEO & Online Marketing

2012 art market management, extra-occupational certificated course, FU Berlin

2011 arts and cultural education and promotion, creative services, cultural management; art market & galleries, concetion & organisation of

art exhibitions at
VHS Berlin (adult education centre)

- 2011 marketing practice for culture, art & publicity, sponsoring & fundraising for art projects at UdK (University of Arts)
- 2006 intercultural communication, art and event management

Awards / Scholarships

- Scholarship of the Adelhausen Foundaton, Freiburg
- DAAD Scholarship, International Office, University of Freiburg
- Graduate Scholarship of Alfred Toepfer Cultural Foundation F.V.S Hamburg

Language Skills

- Bulgarian: Mother Tongue
- German: second language
- English: business fluent
- French, Italian, Serbo-kroatian, Macedonian, Russian: basic knowledge

Computer Skills

- Productivity software: Microsoft Office, Open Office
- CRM: SUGAR, ACT, FileMaker
- CMS: Typo3, Wordpress, HTML
- Web analytics: Google Analytics
- Online Advertising: Google AdWords
- E-Mail marketing software: CleverReach, Createsend, MailChimp
- image editing software: Paint, Irfanview, Adobe Photoshop, InDesign

Interests

fashion & textile design, patterns, writing, entrepreneurship, cultural start ups, art & culture funding, curating, contemporary sculpture, painting, photography, applied arts, lifestyle, jewellery, design, sustainability in art, art & charity, corporate art, psychology, yoga, foreign languages, travelling, nature, dancing, intercultural exchange and globalisation, european politics