

CURRICULUM VITAE

Personal information

Name: Paulina Tsvetanova
Date of birth: 26 December 1983
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Entrepreneur, art historian, curator, galerist, fashion designer, artist, author, speaker, encourager

Work Experience

- 19-20.09.2019 **Speaker at Entrepreneurship Summit Berlin 2019,**
on the topic of sustainability
- 13-14.09.2019 **Speaker at the International Women Entrepreneurship Summit**
in Kathmandu, Nepal, representing Germany & Europe
(participants from 22 countries)
- since 01.08.19 **Education as palliative care volunteer,** Hospizdienst
Luckenwalde e.V.
- since 01/2018 **Own Haute Couture fashion collection**
www.paulinasfriendsfashion.com
- since 09/2016 **Founder & CEO of PAULINA'S FRIENDS - Explore & Collect**
Serendipity.

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
indisciplinary international emerging artists & designers.
- 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 exhibitionsat 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