

## CURRICULUM VITAE

### Personal information

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



### Work Experience

- as of summer 2020 **PhD on the topic of "Style icons in the context of contemporary art and fashion", Prof. Dr. Christina Threuter, Hochschule Trier, Department Fashion Design**
- 21-25.02.2020 **Speakerin BWE (Business Women Egypt), Women for Success Economic Forum, Cairo & Sharm El Sheikh, Topic: Digitalization of Ecosystems**
- 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)**
- April-October 2019 **EU-program Erasmus for Young Entrepreneurs, mentor**
- Since 01.08.19 **Education as palliative care volunteer, Hospizdienst Luckenwalde e.V.**
- since 01/2018 **Haute Couture fashion collection PAULINA'S FRIENDS FASHION**  
[www.paulinasfriends.com/en/fashion](http://www.paulinasfriends.com/en/fashion)  
[www.instagram.com/paulinasfriendsfashion](http://www.instagram.com/paulinasfriendsfashion)
- 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 interdisciplinary 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, Aserbaidshjan
- 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
- 01/2009–09/2014      **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 Käte Ahlmann Stiftung, Hamburg
- Graduate Scholarship of Alfred Toepfer Cultural Foundation F.V.S Hamburg
- DAAD Scholarship, International Office, University of Freiburg
- Scholarship of the Adelhausen Foundaton, Freiburg

## **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