



KALIYA ANEVA

Copywriter / Content creator

CONTACT INFORMATION

kaliya.aneva@gmail.com

www.kaliyawrites.com

EDUCATION

Sofia University, st. "Kliment Ohridski"

Master's degree in Slavic Literature

5 years of studying and analyzing Slavic languages (Ukrainian, Russian and Polish). Took practices in Kiev and Lvov, Ukraine to improve the language. Researches and academic studies.

RECOGNITION

Cambridge Certificate (Advanced)

Publications in different cultural and urban magazines

WORKING EXPERIENCE

Senior Copywriter

McCann Erickson Sofia

MAR 2018 - PRESENT

Lead Copywriter for the advertising team, i am responsible for the development of creative ideas and concepts for different mediums.

Presenting ideas to clients and directors, also advising members of the copywriting team.

Senior Copywriter

Havas Sofia

DEC 2015 – MAR 2018

Develop in depth knowledge of client's products and services, the target audience and their competitors activities. Developing and creating ideas and concepts, taking part of through the whole production to completion. Create work for clients like, Societe Generale Expressbank, Vivacom, Volkswagen and others

Copywriter

FCB Sofia

SEP 2014 – NOV 2015

Creating copy materials on all kind of mediums. Amending, revising or redeveloping adverts or campaigns in response to feedback from the creative director, account team or clients.

SKILLS

ORGANISATIONAL / MANAGERIAL SKILLS

Leadership

Team player

Organized

Research/ Insights

Planning

Conceptualizing

COMMUNICATION

Excellent written and verbal communication skills

Good presentation and negotiation skills

TECHNICAL SKILLS

Google Suite

SEO Optimization

Microsoft Office Suite