



KALIYA ANEVA

Copywriter / Content creator

CONTACT INFORMATION

kaliya.aneva@gmail.com

www.kaliyawrites.com

+359 884789271

EDUCATION

Sofia University, st. "Kliment Ohridski"

Master's degree in Slavic Studies

5 years of studying languages literature, culture and history of Slavic peoples. Participated in language exchange programs in Kiev and Lvov, Ukraine. Done several academic publications and defend thesis in Ukrainian literature.

RECOGNITION

Cambridge Advanced English Certificate

Second best in translation competition from Ukrainian to Bulgarian

Publications in different cultural and urban magazines

WORKING EXPERIENCE

Senior Copywriter

McCann Erickson Sofia

MAR 2018 - PRESENT

Lead Copywriter for the advertising team, responsible for the development of creative concepts and ideas. Presenting ideas to clients and directors, also advising members of the copywriting team. Working with accounts like Mastercard, Volkswagen and smaller projects.

Senior Copywriter

Havas Sofia

DEC 2015 – MAR 2018

Developing in depth knowledge of client's products and services, the target audience and their competitors activities. Creating creative concepts more independently, taking part of the whole production until its completion. Working with accounts like Societe Generale Expressbank, Vivacom, Volkswagen, etc.

Copywriter

FCB Sofia

SEP 2014 – NOV 2015

Creating copy materials for all kinds of mediums. Amending, revising and 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 both in Bulgarian and English

Good presentation and negotiation skills

Positive can-do attitude

TECHNICAL SKILLS

Google Suite

SEO Optimization

Microsoft Office Suite