

## CURRICULUM VITAE

### Personal information

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



### Work Experience

as of summer 2020 **PhD on the topic of "Style icons ": Media staging of alterity at the interface of fashion and art", Prof. Dr. Christina Threuter, Hochschule Trier, Department Fashion Design, Prof. Veronica Biermann, Burg Giebichenstein Halle**

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**

August 2019-September 2020 **Education as palliative care volunteer, Hospizdienst Luckenwalde e.V.**

since 01/2018 **Couture fashion collection PAULINA'S FRIENDS FASHION**  
<https://drive.google.com/drive/folders/1tITZPq0wSQXHUo0jw6wBEUbVvWRdiOKa?usp=sharing>  
<https://www.paulinasfriends.com/en/paulinas-friends-fashion>  
<https://www.paulinasfriends.com/en/online-boutique/>  
<https://www.paulinasfriends.com/en/patterns/>  
<https://www.paulinasfriends.com/en/point-of-sales/>  
<https://www.paulinasfriends.com/en/iwearmyself/>  
[www.paulinasfriends.com/en/fashion](http://www.paulinasfriends.com/en/fashion)

since 09/2016

**Founder PAULINA'S FRIENDS - Explore & Collect Serendipity.**

Concept Gallery / Creative Agency for Art, Design, exquisite Art Crafts & 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, Aserbaidschan

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**

- Frankfurt Style Award, Finalist
- 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

### **Memberships:**

- Verband Deutscher Mode- und Textildesigner e.V. (VDMD)

### **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 art, design, sustainability in art, art & charity, corporate art, psychology, yoga, foreign languages, travelling, nature, dancing, intercultural exchange and globalisation, European politics