



Mirela Kaneva

A MAKER OF THINGS

0889 563 300 • www.mirelakaneva.com • mail@mirelakaneva.com

EXPERIENCE

August 2023 – Marketing Specialist @Netpeak Bulgaria

Enhancing brand visibility, managing key social media channels, and organizing events.
Developing and executing creatives for campaigns, monitoring key metrics, producing visual content such as banners and videos, maintaining website content, and writing articles to support ongoing marketing efforts.

September 2021 – August 2023 Project manager & head of design @Splayce Bg

Responsible for brand identity, product design and preparation of print files for various suppliers.
Managing a design team of 15, delivering and coordinating tasks, implementing processes for improvement of the workflow.

May 2021 – August 2021 Motion & Graphic designer @bTV Media Group

Creating and animating infographics in accordance to brand identity guidelines. Drafting and developing thematic collages.

April 2015 – May 2021 Graphic designer @Splayce Bg

Executing design projects from brief to print-ready files, coordinating with suppliers, developing concepts, and ensuring final product quality.

EDUCATION

2023 – 2023 Marketing fundamentals Software University, Sofia

2018 – 2020 Illustration & Printmaking Master's degree New Bulgarian University, Sofia

2017 Design & Product Management Erasmus mobility Fachhochschule, Salzburg

2014 – 2018 Engineering design Bachelor's degree University of Forestry, Sofia

2009 – 2014 Advertising & Design High school National high school of art, Sliven

LANGUAGES

Bulgarian (native)
English (C2), French (C1),
German (A2), Danish (A2)

WEBSITE



CLICK
OR
SCAN

SOFTWARE & TOOLS



Illustrator



Photoshop



InDesign



Premiere Pro



After Effects



Adobe Xd



Lightroom



Acrobat



Corel Draw



Autocad



HTML & CSS



MS Office



Google Suite



Wordpress



Webflow



Canva



Yespo CPD



Brevo