



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**

Mirela Kaneva

A MAKER OF THINGS

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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.

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