



Europass Curriculum Vitae



Personal information

First name(s) / Surname(s) **Yana Pelovska**
Address(es) 156 Tzar Simeon St., 2nd floor
 1000
 Sofia
 Bulgaria
Telephone(s) +359 2 981 46 25 **Mobile** | +359 878 63 44 59
Fax(es) +359 2 981 56 84
E-mail(s) y_pelovska@intelday.com, yana.pelovska@mediacenterbg.org
Nationality Bulgaria
Date of birth 29 of May 1977
Gender Female

Desired employment / Occupational field

PR and Media Expert

Work experience

Dates March 2016 →
Occupation or position held **Managing Director**
Main activities and responsibilities

- Overall financial and operational management of the organization
- Successfully implementing organisation's policy
- Developing strategic plans
- Maintaining a dialogue between shareholders and the board
- Building and maintaining an effective team
- Supervision and management of national and international projects

Name and address of employer [Media Development Center](#), 57 Tzar Simeon St., 3 floor, Sofia 1000, Bulgaria
Type of business or sector Media and NGO

Dates April 2012 →
Occupation or position held **International Projects Director**

EUROPEAN LEVELS - SELF ASSESSMENT GRID

Main activities and responsibilities	<ul style="list-style-type: none"> - Development of ideas, management and supervision of national and international communication projects and coordination of their implementation - Development of overall concepts and organization of public events – press conferences, conferences, trainings, seminars, round tables, presentations, happenings, competitions, etc. - Development of PR and media campaigns - Media monitoring and planning, media analyses, media research - Organisation of various awareness raising campaigns, public events and advocacy activities - Development of websites' content - Social media content management
Name and address of employer	PR agency Inteday Solutions , 157 Tzar Simeon St., 2 floor, Sofia 1000, Bulgaria
Type of business or sector	PR and communications
Dates	March 2013 – November 2015
Occupation or position held	Communication Manager - PAIRS
Main activities and responsibilities	<ul style="list-style-type: none"> - Development of communication strategy of the 2-years project including 6 countries (Bulgaria, Romania, Albania, Hungary, Italy and Serbia) and 12 partnering organisations - Preparation and visualization of all of the promotional materials of the project (brochure, leaflets, folders, press release and press invitation templates, etc.) - Preparation of 4 e-newsletters in 6 languages and their targeted dissemination - Management of overall communications related to more than 15 international events taking place in 6 countries - Development of tailor-made local awareness raising campaigns in 6 countries - Media monitoring and planning, media analyses, media research - Development of PAIRS 6 lingua website content
Name and address of employer	Open Society Institute 56 Solunska St., Sofia 1000, Bulgaria
Type of business or sector	PR and communications
Dates	March 2000 – March 2012
Occupation or position held	Programme Manager
Main activities and responsibilities	<ul style="list-style-type: none"> - Supervisor and manager of national and international projects at Media Development Center, Sofia - Developing ideas to projects, implementation, reporting, coordinating media and public events (moderation, organizing venue, recruitment of participants, drafting programmes, preparing events materials, selection of lecturers, trainers, speakers) - Publications coordination and distribution planning - Media monitoring and planning, media analyses, media research - Coordination and team leader of various awareness raising campaigns, various public events and advocacy activities - Media partnerships coordination
Name and address of employer	Media Development Center , 6 Triatitsa St., 2 floor, Sofia 1000, Bulgaria
Type of business or sector	Media and NGO
Dates	March 2002 – March 2012
Occupation or position held	Network Coordinator
Main activities and responsibilities	Projects and events coordination (media trainings, researches and campaigns) for SEE regional activity, publication and distribution coordination, regional networking
Name and address of employer	South East European Network for the Professionalization of the Media
Type of business or sector	Media and NGO
Dates	September 2003 →
Occupation or position held	TV documentary and stories production facilitator and local fixer
Main activities and responsibilities	<ul style="list-style-type: none"> - Coordination TV production in Bulgaria - Organising interviews with official authorities, experts, media and NGO representatives - Coordination of reportages locations - Distribution of TV documentary production among Bulgarian national and local TV stations

EUROPEAN LEVELS - SELF ASSESSMENT GRID

Name and address of employer	BBC, ITV News – London, Sweden National Television, The Times (UK), Norway TV2, VICE Media (USA), Vocative online magazine (USA), Virus Production House (Serbia)
Type of business or sector	Media
Dates	March 2005 →
Occupation or position held	Collaborator to various print Bulgarian and international media
Main activities and responsibilities	Writing articles and features
Name and address of employer	Sega Daily Newspaper (Bulgaria), Altera Monthly Magazine (Bulgaria), Novinar Daily Newspaper (Bulgaria), Reporter Weekly Magazine (Serbia), West Properties Magazine (Ireland)
Type of business or sector	Media
Dates	March 2005 – April 2008
Occupation or position held	Evaluator
Main activities and responsibilities	Evaluation of the Bulgarian translations of various media publications
Name and address of employer	Next Page Foundation, 35, Ljuben Karavelov Str., Sofia 1142
Type of business or sector	Media
Dates	May 1997 - September 1999
Occupation or position held	Contributor to the Wide Open Monthly Publication
Main activities and responsibilities	Writing regular reports on events, editing, proof-reading
Name and address of employer	Open Society Foundation, 56 Solunska St., Sofia 1000, Bulgaria
Type of business or sector	Media
Dates	02/1997 - 07/1999
Occupation or position held	Reviewer and columnist on culture and art “KalendART”
Main activities and responsibilities	Writing regular reports on cultural events, review and critics on various publications
Name and address of employer	Literature Newspaper Weekly, 1 Sveti Ivan Rilski St., Sofia 1606, Bulgaria
Type of business or sector	Media
Education and training	
Dates	1995 – 2000
Title of qualification awarded	Bulgarian language and literature, PR
Name and type of organisation providing education and training	Sofia University “St. Kliment Ohridski”
Level in national or international classification	MA
Dates	1992 – 1995
Title of qualification awarded	English language
Name and type of organisation providing education and training	English language high school
Level in national or international classification	Diploma
Dates	23 February 2016
Title of qualification awarded	Social Media Intelligence in Practice Master Class
Name and type of organisation providing education and training	PwC Academy

EUROPEAN LEVELS - SELF ASSESSMENT GRID

Level in national or international classification	Certificate
Dates	2 – 5 June 2014
Title of qualification awarded	Communication Training – Bled, Slovenia
Name and type of organisation providing education and training	Clays Communications, Paris/ SEE and MED Programmes
Level in national or international classification	Certificate
Dates	30 June 2005 - 01 July 2005
Title of qualification awarded	Access to EU Funds Course – Brussels, Belgium
Name and type of organisation providing education and training	WelcomeEurope, Paris
Level in national or international classification	Diploma
Dates	01 July 2002 - 10 August 2002
Title of qualification awarded	NGO Management and Organizational Development – Copenhagen, Denmark
Name and type of organisation providing education and training	Royal Danish Ministry of Foreign Affairs DANIDA Fellowship Program
Level in national or international classification	Diploma
Dates	15 December 2001 - 22 December 2001
Title of qualification awarded	Reporting on Human Rights – Children's Rights
Name and type of organisation providing education and training	Southeast European Network for Professionalisation of Media - SEENPM & Media Plan Institute, Sarajevo
Level in national or international classification	Certificate

Personal skills and competences

Mother tongue(s) **Bulgarian**

Other language(s)

Self-assessment
European level ()*

English

French

Serbian

Russian

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user
B1	Independent user	B1	Independent user	B1	Independent user	B1	Independent user	A2	Basic User
B2	Independent user	B2	Independent user	B1	Independent user	B1	Independent user	A2	Basic User
B2	Independent user	B2	Independent user	A2	Basic User	A2	Basic User	A2	Basic User

(*) *Common European Framework of Reference (CEF) level*

Social skills and competences Team spirit (acquired through work and training);

Excellent communication skills gained through my experience as media and communications expert and manager both on local and international level (acquired through work);

Excellent ability to multicultural environments gained through my work as network coordinator of SEENPM and International Projects Director of Intelday Solutions PR Agency, my experience within

EUROPEAN LEVELS - SELF ASSESSMENT GRID

	various international projects and my job as a local producer/fixer for BBC, ITV News London, VICE Media (USA), Swedish National TV, TV2 Norway, etc. (acquired through work);
Organisational skills and competences	Sense of organisation (I have 14 years' experience in events organisation and logistics) acquired through work;
	Good experience in project or team management (I have 11 years' experience in project management) acquired through training, work, seminars, and leisure activities.
Computer skills and competences	Excellent command of Microsoft Office (Word, Excel and PowerPoint);
	Excellent skills of distant learning programmes (administrator of 4 web sites).
	Excellent skills of social media (administrator of 10 corporate FB and LinkedIn pages).
	Good knowledge of graphic design applications (Adobe Illustrator, PhotoShop);
	Good knowledge of software for radio production, post production and broadcasting (Dalet);
Driving licence(s)	Category B
Additional information	<u>Publications:</u> Media Literacy and Educational Needs of Journalists and the Public in Albania, Bosnia-Herzegovina, Macedonia, Montenegro, Serbia – Regional Report – March 2017 Kosovo and the Media, SEE regional publication, author of the Bulgarian monitoring report, 2008 Sega Daily Newspaper – Bulgaria Literaturen Vestnik Weekly Newspaper – Bulgaria Alterra Monthly Magazine – Bulgaria Reporter Weekly Magazine – Serbia Novinar Daily Newspaper – Bulgaria West Properties Magazine – Ireland