

**EUROPEAN
CURRICULUM VITAE
FORMAT**



PERSONAL INFORMATION

Name	NEVIANA KRASTEVA
Address	SOFIA UNIVERSITY "ST. KLIMENT OHRIDSKI" FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION Bulgaria, Sofia 1113 125, Tzarigradsko chaussee Blvd., B1.3 Tel.: +359 2 8738310, Fax: +359 2 8739941
Telephone	0887219257
Fax	
E-mail	nevianak@hotmail.com
Nationality	Bulgarian

WORK/TEACHING EXPERIENCE

<ul style="list-style-type: none">• Dates (from – to)	2000- to date
<ul style="list-style-type: none">• Name and address of employer	St Kliment Ohridski Sofia University
<ul style="list-style-type: none"><ul style="list-style-type: none">• Type of business or sector	Faculty of Economics and Business Administration
<ul style="list-style-type: none"><ul style="list-style-type: none">• Occupation or position held	Associate Professor
<ul style="list-style-type: none">• Main activities and responsibilities	Marketing courses

EDUCATION AND TRAINING

<ul style="list-style-type: none">• Dates (from – to)	1978-1987
<ul style="list-style-type: none">• Name and type of organization providing education and training	University for National and International Economy
<ul style="list-style-type: none">• Principal subjects/occupational skills covered	International Economic Relations
<ul style="list-style-type: none"><ul style="list-style-type: none">• Title of qualification awarded	MBA, Ph.D.
<ul style="list-style-type: none">• Level in national classification (if appropriate)	

**PERSONAL SKILLS
AND COMPETENCES**

*Acquired in the course of life and career
but not necessarily covered by formal
certificates and diplomas.*

MOTHER TONGUE

BULGARIAN

OTHER LANGUAGES

ENGLISH

- Reading skills
- Writing skills
- Verbal skills

excellent
excellent
excellent

**SOCIAL SKILLS
AND COMPETENCES**

*Living and working with other people, in
multicultural environments, in positions
where communication is important and
situations where teamwork is essential
(for example culture and sports), etc.*

[Describe these competences and indicate where they were acquired.]

**ORGANISATIONAL SKILLS
AND COMPETENCES**

*Coordination and administration of
people, projects and budgets; at work, in
voluntary work (for example culture and
sports) and at home, etc.*

DIRECTOR AT MINISTRY OF FOREIGN ECONOMIC COOPERATION

**TECHNICAL SKILLS
AND COMPETENCES**

*With computers, specific kinds of
equipment, machinery, etc.*

ALL MICROSOFT OFFICE PRODUCTS

**ARTISTIC SKILLS
AND COMPETENCES**

Music, writing, design, etc.

[Describe these competences and indicate where they were acquired.]

**OTHER SKILLS
AND COMPETENCES**

Competences not mentioned above.

[Describe these competences and indicate where they were acquired.]

DRIVING LICENCE(S)

Yes

ADDITIONAL INFORMATION

[Include here any other information that may be relevant, for example contact persons,
references, etc.]

ANNEXES:

[List any attached annexes.]

- 1. List of publications**
- 2. Participation in national and international projects**
- 3. Participation in conferences, congresses etc.**

Date From (month/year) to (month/year)	2000 - to date
Location	Sofia, Bulgaria
Projects:	<p>Participated as marketing expert and lead consultant in a number of projects, including:</p> <p>2005-to date: Marketing consultant and advisor to “Overgas” Ltd on the strategic development of the business units for direct sales and marketing</p> <p>2004-2007: “Marketing in telecommunications – impact of the brands as a marketing element and of the strategic planning upon the consumers’ decision making”. For Ministry of education</p> <p>2007: “Management problems in tourism’s super-structure and infrastructure”. Scientific research for Sofia University “St. Kliment Ohridsky”</p> <p>2006: “Research and development of marketing strategy for the utility companies on the Bulgarian market”. Scientific research for Sofia University “St. Kliment Ohridsky”</p> <p>2003-2006: “Corporative vision as part of the strategic planning and as a main factor for creating a competitive advantage of the company. Development of research model and establishment of corporative vision of Bulgarian companies aiming improvement of their competitiveness on the Bulgarian and European market” For Ministry of education</p> <p>2000-2001: Development of marketing strategies for “M-Tel Bulgaria”, implementation of proper organizational structure, organization and execution of public campaigns.</p>

15. Others: Worked as an economic adviser to the "Economic Alternative Club" Sofia, Bulgaria;
Member of the Discussion Club "Marketing" at the Ministry of Economy, Sofia, Bulgaria;
Expert to the Commission for Economic Policy at the Great National Assembly of Bulgaria;

16. Publications:

Monographs/ Studies:

1. Small and Medium Size Business Firms in Market Economy, publisher Century 21, 1991
2. The Futures Market, Textbook, Open Society Fund, Sofia, 1993
3. Marketing, textbook for the Bulgarian Danish School, 1995
4. Entrepreneurship, textbook for high schools, UNIDO, Sofia, 1999
5. Marketing- 30 successful Bulgarian Companies, Sofia, 2000
6. The Advertising- the language of soul and thoughts, BQPC, Sofia, 2001
7. Strategic Marketing, BQPC, Sofia, 2001
8. Marketing and Merchandising of Retail Trade, Sofia, BQPC, 2002
9. Theory of Marketing in Tourism, , Avangardpress, Sofia, 2005
10. Marketing, 2005, Avangardpress, Sofia,2005
11. Marketing and Sales, Avangardpress, Sofia, 2006