



# Miroslava Kostadinova

Marketing and PR Professional



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PR Professional with 15+ years of successful experience in Marketing Communications and PR. Recognized consistently for performance excellence and contributions to success in PR industry.



## Skills

- MS Office, Outlook, Social media, Canva.com ●●●●● Excellent
- Content Management ●●●●● Excellent
- Marketing communications ●●●●● Excellent
- Press releases ●●●●● Excellent
- Project Management ●●●●● Excellent
- Budgeting and reporting ●●●●● Excellent



## Work History

### ● **Bulgaria Country Manager**

*PR Agency Cook Communications, Sofia, Bulgaria*

- PR Manager  
PR Agency Cook Communications, Sofia, Bulgaria
- Client relations and communications
- Provision of PR services to clients (creative contents preparation,

2008 - Current

2021 – present

- digital media strategies)
  - Media partnerships
  - PR Projects management
- Monitored social media and online sources for industry trends.
- Worked with a large portfolio of corporate clients to understand requirements and provide a wide spectrum of PR services. Experience in sectors such as defence and aerospace, pharmaceuticals, finance and accounting, business organizations.
- Organize and manage a team of 1-2 people
- Office Management

## Vice Chair and Board Member of the British-Bulgarian Business Association

2001 – 2008

## Press and Public Affairs Officer

*British Embassy, Sofia, Bulgaria*

- Engaged in professional networking to maintain strong relationships with communications and media professionals to drive partnerships and effective dissemination of mass communications in regard to the United Kingdom and the UK Embassy.
- Preparation of press releases detailing relevant newsworthy information and supporting Embassy and UK's public image in Bulgaria.
- Media relations
- Media project management

1995 -2000



## Education

### Master of Arts: Journalism and Mass Communications

*Sofia University - Sofia*



## Certifications

2011

Successful Pitching PR Course

2020

Inbound Marketing Course by Hotspot, the biggest worldwide Platform for Automation of Marketing, online course



## Interests

Excellent communication skills, creative thinking, highly disciplined, keen team player, diligent, self-driven, volunteer in public work (Sofia Zoo, 2019).

