



I provide 4 types of creative:

- audio / music / voice
- graphic editing / creating
- structural design
- copywriting / strategy

*Use ctrl+link to open in new window.*

Hi, friends!

"Handmade files" presents some of my ideas.  
Thank you for your interest.  
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structural design  
copywriting / strategy



for  
more

use the web  
addresses  
or QR codes.

## Learn

What	Where
Russian	"Aleksandr Sergeevich Pushkin"
Piano	"Korabostroitel"
French	French School Varna
Management	"Atanas Burov" Varna
Social Anthropology	New Bulgarian University
Cinema Directing	New Bulgarian University

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## Work

What	Where
Trainee Reporter	Radio Canal Kom
Copywriter	Radio Varna
Copywriter and Designer	MAG Advertising
Creative Director	Mustang TV
Art Director	EURO RSCG SOFIA
Art Director	GREY WORLDWIDE Bulgaria
Audio Director	Image Production
Art Director	EURO RSCG 4D
Manager	Creative Laboratory
Designer	OlePrint

## ABOUT

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## AWARDS



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Summer campaign for SPORTEX condom brand took AME International Award for marketing effectiveness (200%+). I work for radio advertising.

product contacts:

> 50 000

product life:

> 1 years

MAG  
COMMUNICATIONS



SPORTEX

AME  
International

Nomination  
for clip of  
the year

product contacts:

> 20 000 000

product life:

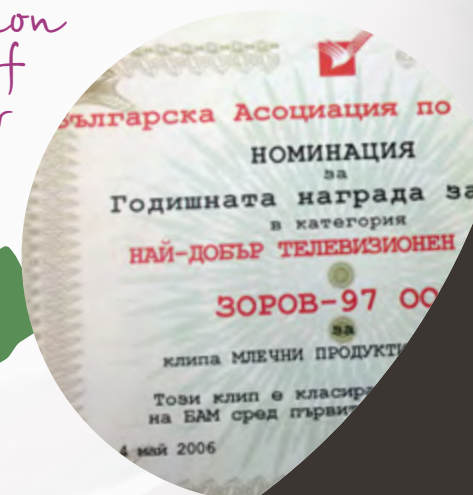
> 4 years



This nomination is for effectiveness from The Bulgarian Marketing Association. In this project I am the director and the voice of 2 of the characters.



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product contacts:

> 7 000

product life:

> 1 years

This is the audience award at the New Bulgarian University student festival. In this project I am the director and the voice of the main character.



NBU students festival

Medal from the Plovdiv International Fair



product contacts:

> 7 000 000

product life:

> 6 years

In TEEN CLEAN series are 6 products for teen skin care. In this project I am the main designer.

GREY WORLDWIDE Bulgaria



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Награди

1. Медали от Международен Панаир Пловдив

Година	Брой медали	№	Продукти, серия
1994 год	1 бр.	1	Боя за коса SCALA
1999 год	1 бр.	2	Козметична серия RE
2000 год	2 бр.	3	Боя за коса REGA
		4	Боя за коса
2001 год	1 бр.	5	Козметич
2003 год	1 бр.	6	Пл
2004 год	1 бр.	7	
2005 год	1 бр.		

AWARDS

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VIRALS



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Animation  
advertising  
Purshевичa

product contacts:

> 20 000 000

product life:

> 4 years

My strategy was to reduce TV spots  
broadcast by making funny viral  
internet content with 4 clips.



"Darveni  
ochila"  
means wood  
glasses

product contacts:

> 400 000

product life:

> 2 years

With this clip about  
150 000 people learn  
some bulgarian.

woodsignez



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## CAMPAIGNS

product contacts:

&gt; 50 000

product life:

&gt; 4 years



Package  
design  
software  
advertising


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Programme  
for preventing  
tobacco, alcohol or  
drugs misuse in  
children



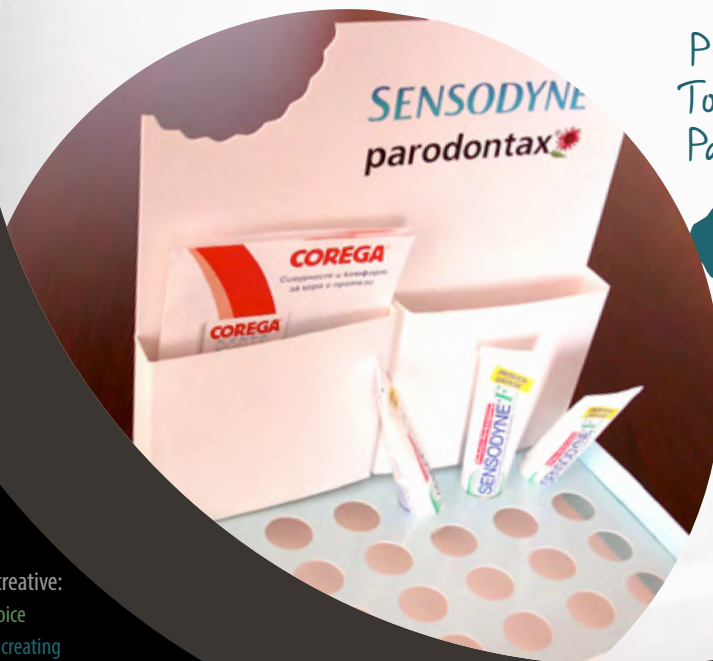
product contacts:  
> 2 000  
product life:  
new



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CARDBOARD

Promotional  
Toothpaste  
Pack



product contacts:  
> 40 000  
product life:  
> 1 year  
GREY WORLDWIDE  
Bulgaria  
gsk



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## CARDBOARD

product contacts:

> 500

product life:

> 1/2 year



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Event  
Support  
Materials

product contacts:

> 50 000

product life:

> 1 year

GREY WORLDWIDE  
Bulgaria

HBO

HBO  
Promotional  
stand



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product contacts:

> 2 000

product life:

new



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Brochure for  
Planetarium  
Varna

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## PRODUCTS



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product contacts:

> 7 000 000

product life:

8 years



GREY WORLDWIDE  
Bulgaria

REGAL  
Teen Clean  
series

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REGAL  
Music  
Hair  
collection

product contacts:

> 200 000

product life:

5 years



GREY WORLDWIDE  
Bulgaria



product contacts:

> 30 000

product life:

1 year



Cheese  
Mezzi



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PRODUCTS

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- audio / music / voice
- graphic editing / creating
- structural design
- copywriting / strategy

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Students  
Sports Events  
materials

new



КУПА 8  
ДЕКЕМВРИ  
2017

футбол, волейбол, плуване,  
лекоатлетически крос, тенис на маса,  
стрийтбоул 3х3 и боулинг



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Programme for  
preventing new  
psychoactive  
substances

product contacts:

> 1 000

product life:

new



Handbook for  
Preventing  
Risky Sexual  
Behavior



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product contacts:

> 1 000

product life:

new

"You  
decide"  
Aids  
campaign

product contacts:

> 45 000

product life:

1 year



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PRINTS

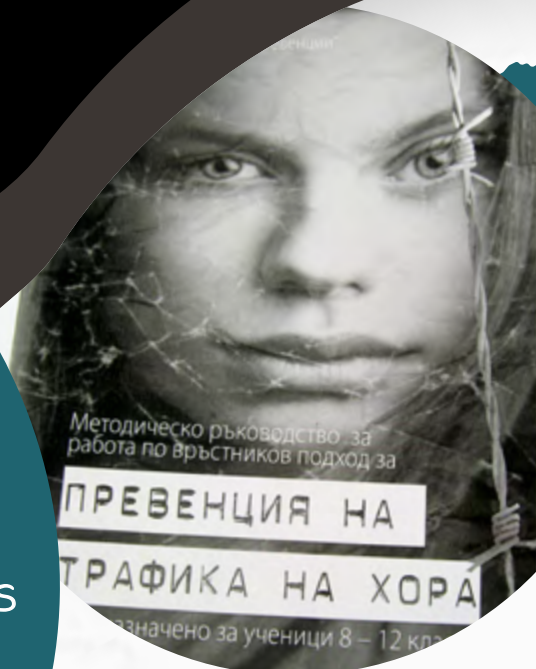
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## PRINTS



product contacts:

&gt; 2 000

product life:

new



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Guide for  
Preventing  
Human  
Trafficking

product contacts:

&gt; 5 000

product life:

new



Historical  
Book



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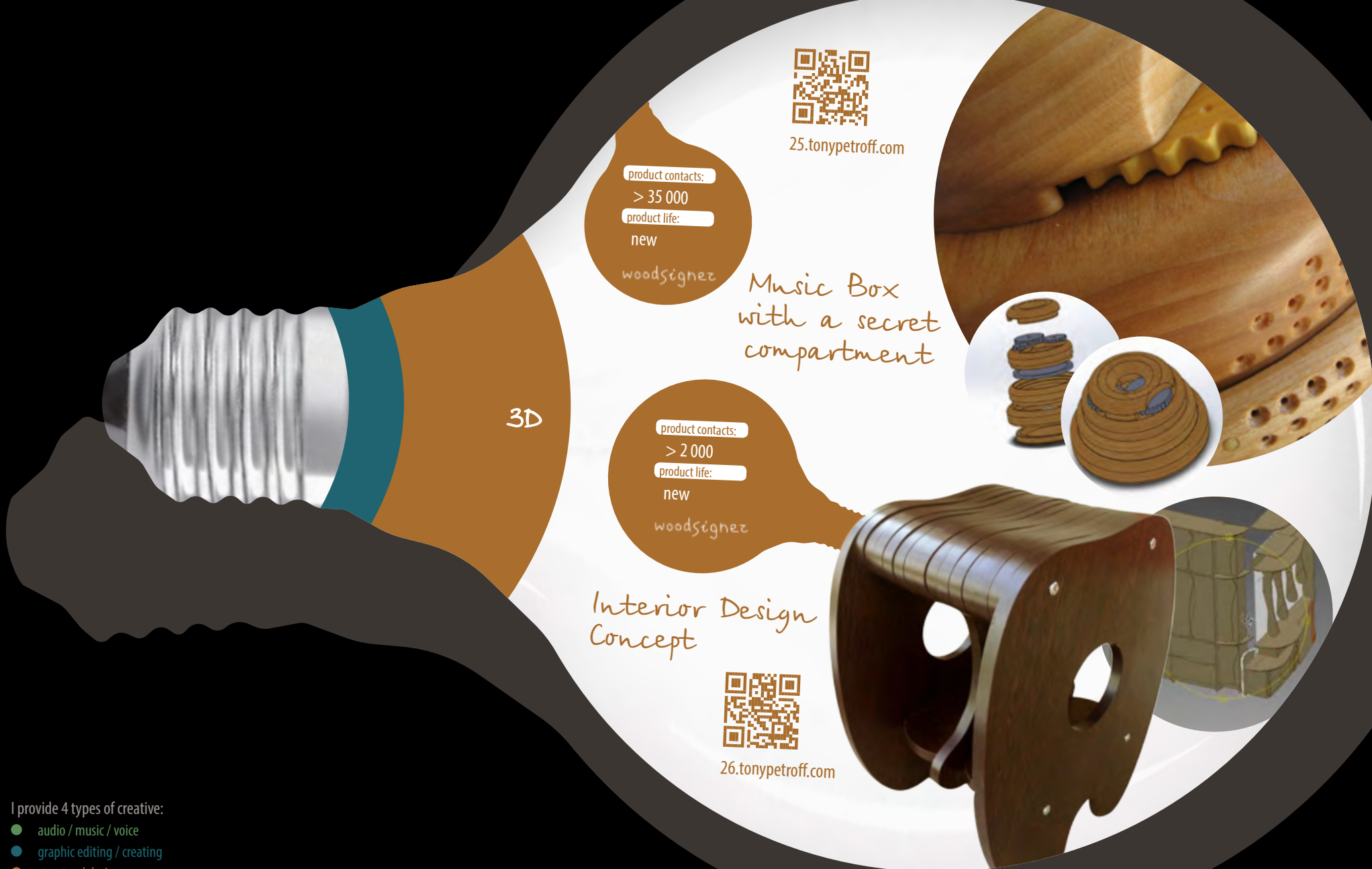


LOGOS

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## Glasses model Elton



product contacts:

> 50 000

product life:

new

woodsignez



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## Wooden Bicycle Queen



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product contacts:

> 35 000

product life:

new

woodsignez



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## Fashion Set Pink 2

product contacts:

> 26 000

product life:

new

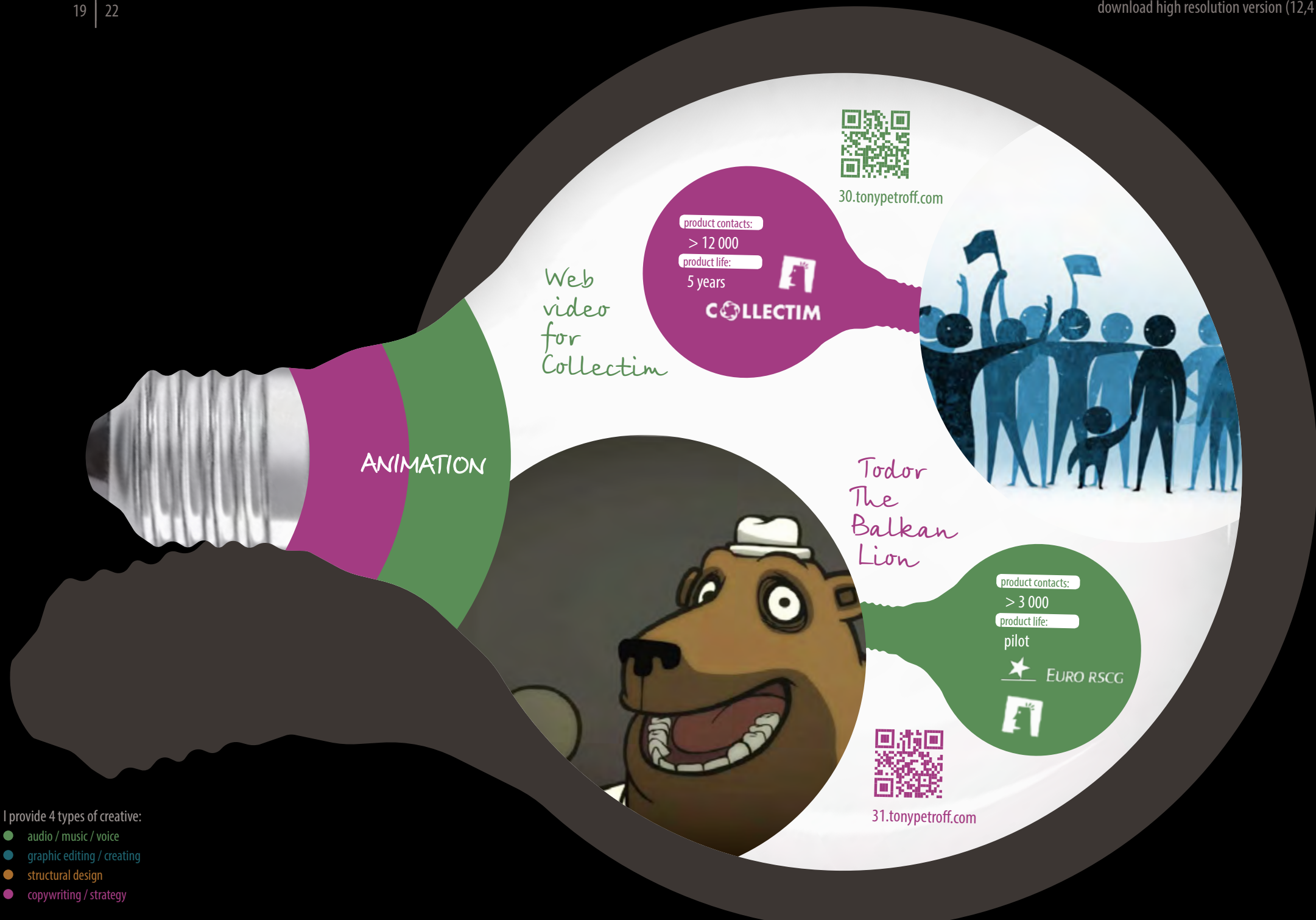
woodsignez

STRUCTURAL

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Carpentry  
musical  
"How to  
make  
garden  
throne"



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product contacts:

> 6 000

product life:

2 years



product contacts:

> 5 000

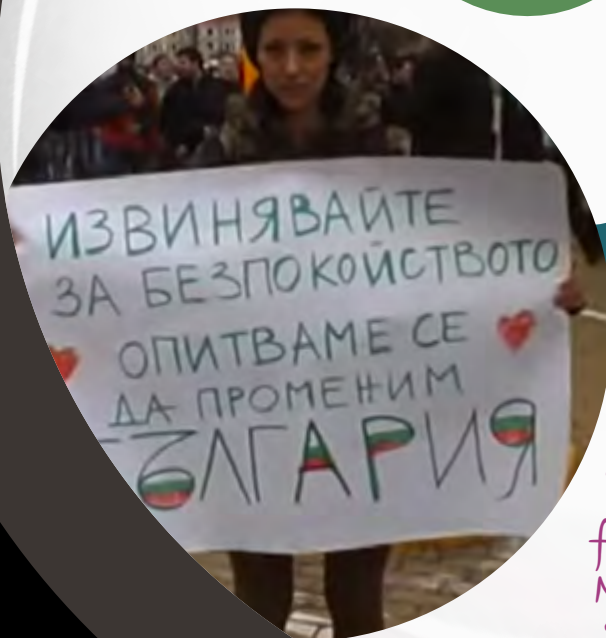
product life:

4 years



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"80 years later"  
film for Bulgarian  
National Protest  
2013



VIDEOS

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## MY SKILLS

## creative

Copywriting	●●●●●●●●
Creative Strategy	●●●●●●●●
Directing	●●●●●●●●
Voice talent	●●●●●●●●
Acting	●●●●●●●●
Drawing	●●●●●●●●
Carving	●●●●●●●●
Digital Design	●●●●●●●●

## 3D/Structural design

SolidWorks to v.16	●●●●●●●●
3D MAX to v.15	●●●●●●●●
Cinema 4D to v.14	●●●●●●●●
Carrara to v.6	●●●●●●●●
Cutting Master to v.4	●●●●●●●●
ArtCam	●●●●●●●●

## video/audio design

Premier to v.CC	●●●●●●●●
After Effects to v.CC	●●●●●●●●
Audition to v.CC	●●●●●●●●
Final Cut	●●●●●●●●
Sony Vegas	●●●●●●●●
Cubase to v.5	●●●●●●●●

## print design

InDesign to v.CC	●●●●●●●●
Illustrator to v.CC	●●●●●●●●
Photoshop to v.CC	●●●●●●●●
Acrobat DC to v.CC	●●●●●●●●
Scripts to v.CC	●●●●●●●●
Quite Imposing Plus to v.4	●●●●●●●●
CorelDraw to v.11	●●●●●●●●
QuarkXPress v.6	●●●●●●●●

## language

	speaking	writing
English	●●●●●●●●	●●●●●●●●
Russian	●●●●●●●●	●●●●●●●●
French	●●●●●●●●	●●●●●●●●
Bulgarian	●●●●●●●●	●●●●●●●●
Italian	●●●●●●●●	●●●●●●●●

New Ideas?  
take@tonypetroff.com

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