



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

I provide 4 types of creative:

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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

AMI
InternationalNomination
for clip of
the year

product contacts:

> 20 000 000

product life:

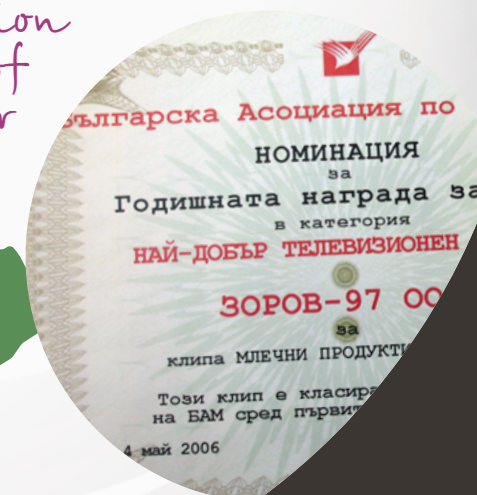
> 4 years



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



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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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5,035 Reaction...

3,568

Like

252

On pos.

62

Love

10

On post

4

Haha

0

On post

10

Wow

1

On post

1

Sad

0

On post

251

Comments

26

On Post

1,064

Shares

1,0

On Post

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CAMPAIGNS

product contacts:

> 50 000

product life:

> 4 years



Package
design
software
advertising


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Programme
for preventing
tobacco, alcohol or
drugs misuse in
children



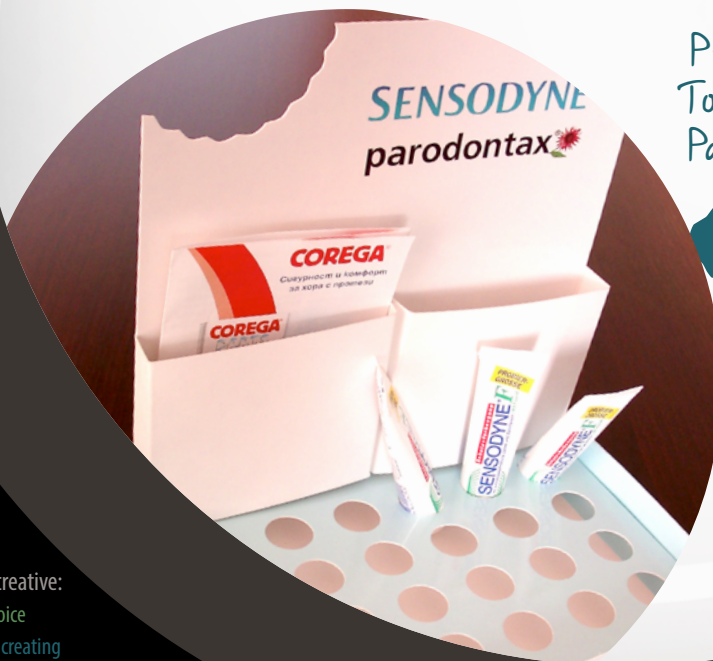
product contacts:
> 2 000
product life:
new



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CARDBOARD

Promotional
Toothpaste
Pack



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product contacts:
> 40 000
product life:
> 1 year



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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



12.tonypetroff.com



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Brochure for
Planetarium
Varna



product contacts:

> 2 000

product life:

new



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Napkins
Santia
Smach!



14.tonypetroff.com

product contacts:
> 30 000 000
product life:
12 years



PRODUCTS

Price evolution in the
biggest supermarket chain
in Bulgaria:
1. November 2014
2. August 2016
3. July 2018



1



2



3

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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

MEZZI
заедно около масата



product contacts:

> 30 000

product life:

1 year



Cheese
Mezzi



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PRODUCTS

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- copywriting / strategy

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PRINTS

Students
Sports Events
materials



product contacts:

> 2 000

product life:

new



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PRINTS



product contacts:

> 2 000

product life:

new



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Guide for
Preventing
Human
Trafficking

product contacts:

> 5 000

product life:

new



Historical
Book



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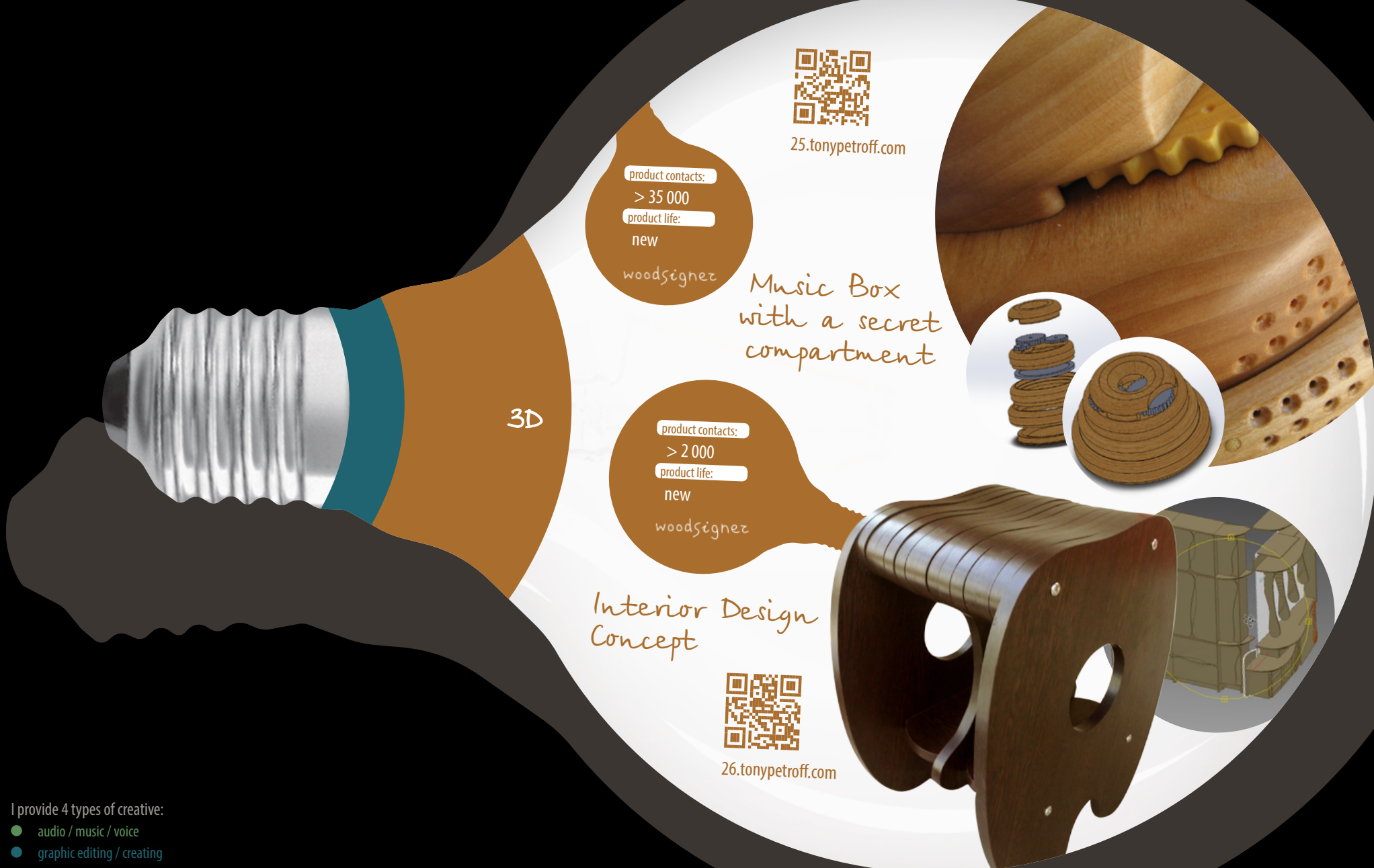
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Glasses model Elton



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:

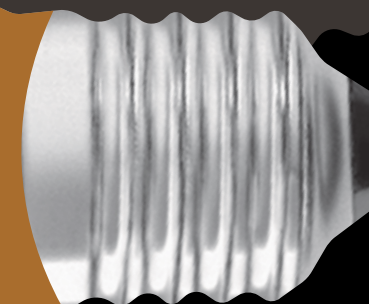
> 26 000

product life:

new

woodsignez

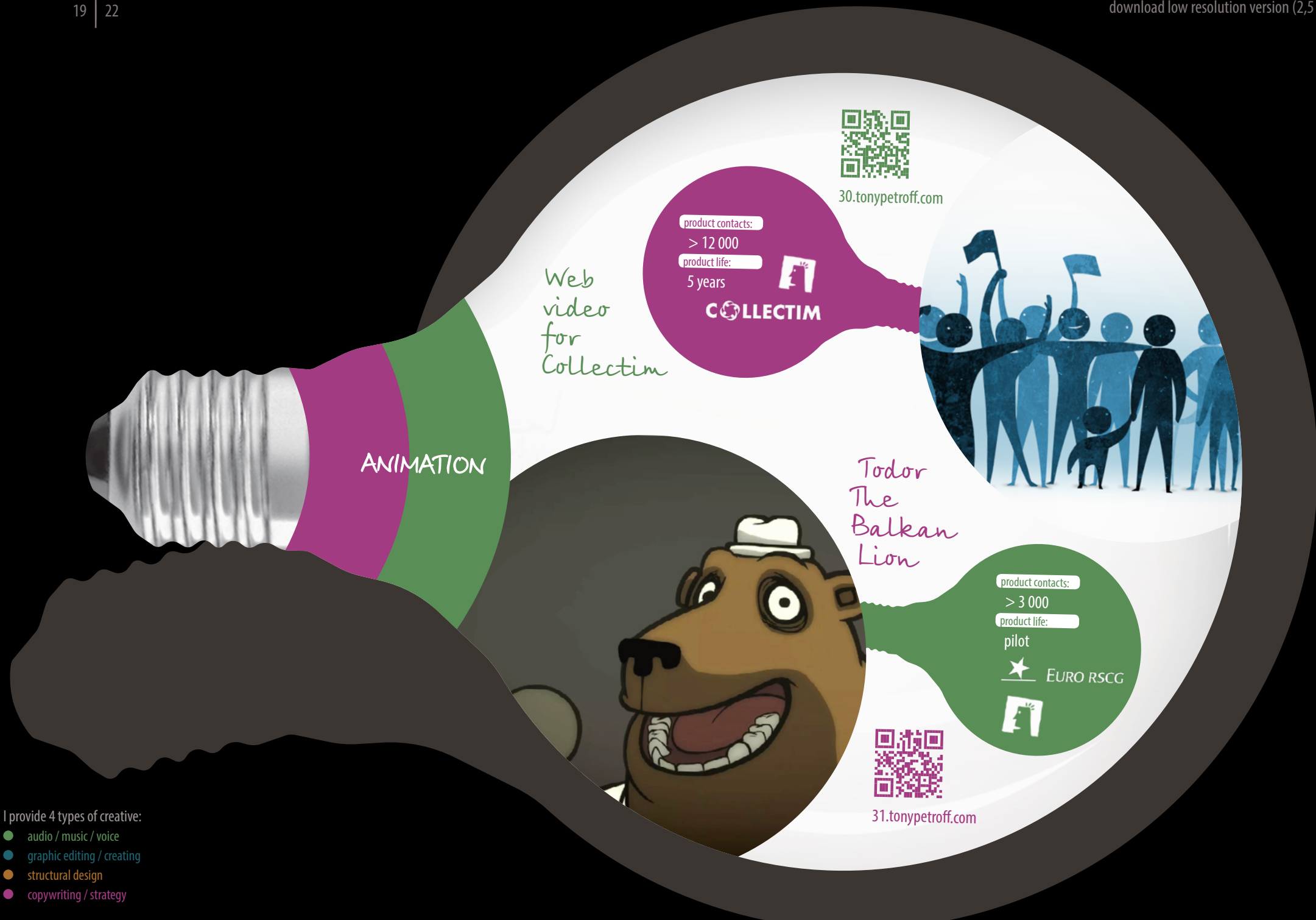
STRUCTURAL



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Use ctrl+link to open in new window.

Carpentry
musical
"How to
make
garden
throne"



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product contacts:

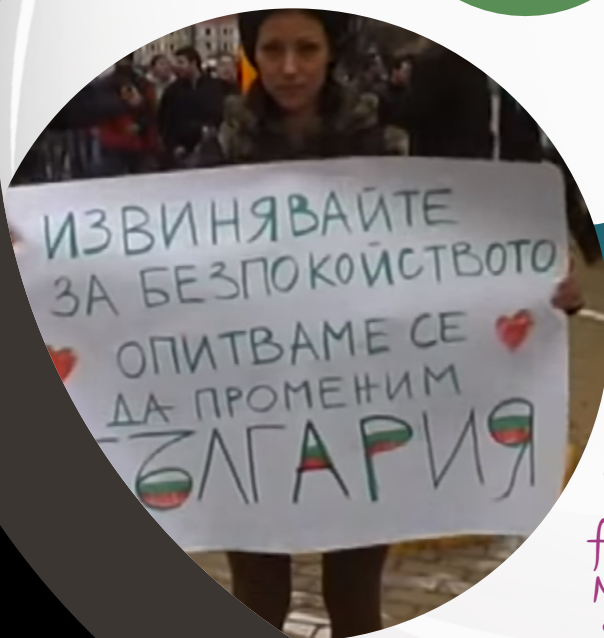
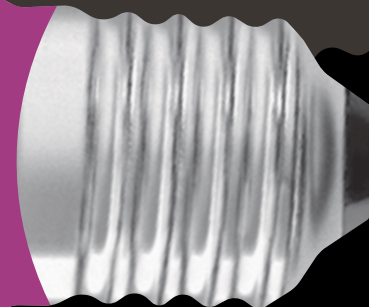
> 6 000

product life:

2 years



VIDEOS



product contacts:

> 5 000

product life:

4 years



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"80 years later"
film for Bulgarian
National Protest
2013

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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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