



MARTINA TODOROVA

/a highly *creative* human being/

Graphic Designer with experience in marketing, photography, E-commerce Administrator, video editing and animation.

Portfolio



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Plovdiv/Bulgaria



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EDUCATION

Master's Degree — Graphic Design

Academy of Music, Dance and Fine Arts "Prof. Asen Diamandiev", Plovdiv, Bulgaria
2023 – 2025

Bachelor's Degree — Computer Systems and Technologies

Technical University of Sofia, Plovdiv Branch
2012 – 2017

SKILLS

Graphic Design

Branding & Visual Identity

Photography

Social Media Design

Layout Design & Print

Video Editing

Layout Design & Print

Leadership & Team Collaboration

Campaign Concepting

Creative Copy Support

Pixel Art

E-commerce Administrator

Digital Art

Marketing

Php

Board Game Design and Development

Motion Basics

and many more

EXPERIENCE

Zlatna Ribka

Graphic Designer Zlatna Ribka

Plovdiv, Bulgaria | Jan 2025 – Present

- Designed product visuals, packaging, and printed materials
- Created promotional banners and digital assets for online platforms
- Ensured alignment with marketing goals and brand guidelines
- Collaborated with photography and video teams for product campaigns
- Developed visuals for advertising, social media, and website updates

GymLithe

Creative Designer & Social Media Specialist Gymlithe

Plovdiv, Bulgaria | Jun 2024 – Jan 2025

- Designed social media visuals, digital ads, and brand communication assets
- Created and retouched product photography for e-commerce
- Developed marketing materials and supported the overall content strategy
- Edited videos and produced short-form content for social media
- Maintained cohesive design and consistent brand identity
- Produced creative content tailored to the fitness and lifestyle industry

OZONE.bg

Senior Graphic Designer Ozone Entertainment Ltd.

Homeoffice, Bulgaria | May 2022 – Jun 2024

- Designed product visuals, packaging, and printed materials
- Created promotional banners and digital assets for online platforms
- Ensured alignment with marketing goals and brand guidelines
- Collaborated with photography and video teams for product campaigns
- Developed visuals for advertising, social media, and website updates

Freelance & Short-Term Work

- Designed logos, social media content, brand elements, and marketing visuals for small businesses
- Created product photos and video snippets for clients' online presence

Courses

- English & German Language Courses
- Character and environment design Course
- Online Website Building Course
- Marketing Course

SOFTWARES

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Lightroom

Adobe Premiere Pro

Adobe After Effects

CapCut

Adobe Dimension

Procreate

Aseprite

Blender

Figma

AVAILABLE FOR FURTHER QUESTIONS