

Yuliya Popcheva (Julia Popcheva)



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🌐 <http://iefem.bas.bg/>

Date of birth 10/09/1979 | Nationality Bulgarian

## WORK EXPERIENCE

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01.2019 – on going

**PhD Student at “Balkan Ethnology” department**

Institute for Ethnology and Folklore Studies with Ethnographic Museum at Bulgarian Academy of Science (<http://iefem.bas.bg>)

- Research Topic: “Micro Communities’ Consolidation in the Beginning of 21st Century (According Bulgarian Folklore Groups Case Studies in Bulgaria and Abroad)”. Mentor: Assoc. Prof. Mila Maeva
- Main research areas and subareas:
  - Urban ethnology;
  - Ethnology of communities;
  - Ethnology of migrations.
- Additional research areas and subareas:
  - Folklore studies;
  - Studies in traditional Bulgarian music and dances;
  - Choreography.

03.2018 – on going

**PR expert**

Institute for Ethnology and Folklore Studies with Ethnographic Museum at Bulgarian Academy of Science (<http://iefem.bas.bg>)

- Communication strategy – planning and implementation;
- Internal communications;
- Digital marketing.

10.2013 – 02.2018

**Marketing manager**

Bronlight Ltd. ([www.bronlight.com](http://www.bronlight.com)) & Certus Mercatus BG Ltd. (<https://www.irobot.bg/>)

- Sole marketing specialist for Bulgarian market

Broks Vision Jsc.( <https://broksvision.com/>) and O3 PR.Ltd ( <https://o3bg.com/>)

- Full PR servicing;

**EDUCATION AND TRAINING**

- 10.2017 – 09.2018 **Master degree of Ethnology and Cultural Anthropology**  
Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria
- Master thesis: Living in ensemble: micro communities consolidation in urban environment (A study in ethnology upon folklore dance ensemble for children “Plamache”)
- 10.1998 – 09.2002 **Bachelor of Ethnology**  
Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria
- Faculty of History
- 09.1993 – 06.1998 **Foreign Languages High School Education**  
32 “St. Kliment Ohridski” High School for Foreign Languages, Sofia
- Primary language profile – English language;
  - Other language profile – Russian language

**PERSONAL SKILLS**

Mother tongue(s) Bulgarian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
	Replace with name of language certificate. Enter level if known.				
Russian	C1	C1	C1	C1	C1
	Replace with name of language certificate. Enter level if known.				

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user  
Common European Framework of Reference for Languages

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Independent user	Independent user	Independent user	Independent user	Independent user

Levels: Basic user - Independent user - Proficient user

- good command of office suite (word processor, spread sheet, presentation software)

Driving licence B

## ADDITIONAL INFORMATION

### Project experience

- Researcher at project: “Contemporary Bulgarian Identity – National and European Dimensions”, funded by the National Science Fund, Bulgarian Ministry of Education, project leader: Prof. Rachko Popov.
- Researcher at project: “The Bulgarians in the Urals and Siberia in the XX-XXI century: History, Culture, Identity”, financial support by the National Science Fund for bilateral projects BULGARIA – RUSSIA 2018 -2019/ year 2019, Coordinator for IEFSEM-BAS Assoc. Prof. Petko Hristov;
- Researcher at project: “Still in Bulgaria. Cultural and Social Effects of Labour Mobility and Migration on Bulgarian Society (1990-2019)” (2019-2022), funded by the National Science Fund, Bulgarian Ministry of Education, project leader: Assoc. Prof. Mila Maeva.
- Researcher at National Scientific Program “Cultural-Historical Heritage, National Memory and Social Development”, funded by Ministry of Education and Science – Republic of Bulgaria, Decision of Council of Ministers # 577 from 17 August 2018, Coordinator for IEFSEM-BAS Assoc. Prof. Mila Maeva, 2018-2019.
- Participant in organizational and presentation teams for project “European night of Science” funded by EC on Framework Programme for Research and Innovation Horizon 2020/year 2018, Coordinator for IEFSEM-BAS Stamen Kanev.

### Publications

- Попчева, Юл. 2020. Българите в Южна Франция. [Bulgarians in Southern France]. В: Български общности в чужбина: аспекти на културата, идентичността и миграцията; Воскресенски, В., Т. Матанова, М. Христова (съст). АИ „проф. Марин Дринов“ (In print)
- Попчева, Юл. 2020. Виртуалното хоро. Групите по народни танци зад граница по време на епидемията от COVID-19 [The Virtual Horo Dance. Folklore Dancing Groups Abroad during the COVID-19 Pandemic] В: Етнология и епидемии. Социокултурни измерения на пандемията от COVID – 19; Баева, В. и А. Илиева (съст). АИ „проф. Марин Дринов“ (In print)
- Попчева, Юл. 2020. Мегданът на българите емигранти [The Meeting Point of Bulgarian Emigrants] – Българска етнология, кн. 2;

### Academic forums

- Seminar “Contemporary Field Studies of Cultural and Historical Heritage 2020” - 10.11.2020; paper: “New Virtual Research Fields – Meetings and Gathering during Crisis”;
- 2<sup>nd</sup> International Conference “Between the Worlds: magic. Miracles, Mysticism” Sofia – 29 - 31.10.2020; paper: “The magic of dance – new rites and rituals”;
- Jubilee conference „Borders. Events, People”, Belogradchik – 13.06.2020; paper: “A Two-Culture Boundary (Activities of Bulgarian Dancing Groups during the Covid-19 Crisis Confinement in Spain and France)”;
- International conference “Current Problems in the Study of Intangible Cultural Heritage and the Implementation of Convention 2003. Contribution of the Scientists from BAS” - 17 -18.10.2019; Paper: “Reconstruction and Transmission of Traditions in a Village with a Growing Population (Zdravets village, Avren municipality case study)”;

- Seminar “ Contemporary Field Studies of Cultural and Historical Heritage” - 10.10.2019; Paper: „Methodology and Challenges in Field Study during the Festival “Na megdana na drugata Bulgaria””;
- 2<sup>nd</sup> Interdisciplinary Doctoral Forum, organized by Bulgarian Academy of Sciences - 29 – 31.08.2019; Paper: “Re-thinking Community”;
- 2<sup>nd</sup> National Conference „Child, children, childhood (ethnic and cultural aspects)“ – 01-02.06.2019; Paper: “Children Participation in Folklore Dance Groups of Bulgarian Abroad (according research during the Festival “Na megdana na drugata Bulgaria” 11-12 May 2019)”;
- Round table „Migrations from and towards Bulgaria”– 31.05.2019; Paper: „The Festival of Bulgarian Dance Groups in Migration”.

### Specializations

- 14th Border Crossing Konitsa Summer School (21.07. – 03.08.2019 r.), Konitsa, Greece;
- Universitat Autònoma de Barcelona, Spain, Erasmus+ Staff Mobility (11 – 20.11.2019);
- Université de Bordeaux, France, Erasmus+ Student Mobility (January – June 2020)