PERSONAL INFORMATION

Yuliya Popheva (Julia Popcheva)



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Nationality Bulgarian

WORK EXPERIENCE

08.2024 – on going

Assistant Professor at "Balkan Ethnology" department

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

Main research areas and subareas: Cultural heritage; Ethnology of migrations; Urban ethnology; Ethnology of communities; Folklore studies; Studies in traditional Bulgarian music and dances.

08.2024 – on going

Ethnologist at "Balkan Ethnology" department

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

03.2018 – 11.2023

PR expert

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

Main responsibilities: communication strategy – planning and implementation; media relations; internal communications; digital marketing; event management.

03.2007 – 02.2018

Marketing manager & Account manager - PR

Bronlight Ltd. (www.bronlight.com); Certus Mercatus BG Ltd.(https://www.irobot.bg/); Broks Vision Jsc.(https://broksvision.com/) and O3 PR.Ltd (https://o3bg.com/)

Main responsibilities: communication strategy – planning and implementation; media relations; digital marketing; event management

EDUCATION AND TRAINING

02.2024 **PhD in Ethnography**

Institute of Ethnology and Folklore Studies with Ethnographic Museum at the Bulgarian Academy of Sciences

Dissertation thesis: "Construction of Micro Communities in the Beginning of 21st Century (Examples by According Bulgarian Folklore Groups from Bulgaria and Abroad)"

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

PERSONAL SKILLS

Mother tongue(s)	Bulgarian
Other language(s)	English – C1 level; Russian – C1 level; French – A2 level; Greek – A2 level
Digital skills	Social media & digital marketing, WordPress website development, MS Office, etc.

ADDITIONAL INFORMATION

Lectures & teaching experience

- 2024/2025 – 2025/2026 – Ethnosociology (summer semester) – University of National and World Economy, Sofia, Bulgaria
- 2022 – Cultural Heritage, Local Communities and Media Representations – Erasmus+ Lectures at Università degli Studi di Palermo, Palermo, Italy

Publications

- Popcheva, J. National Flag in Everyday Life and Festivities – Usage, Perception, Attitudes. 2024. Slavkova, M. Erolova, Y., Ivanova, I., Popcheva, J. Between the Worlds: Contesting (Im)Possible Identities., 6, 49-73. Sofia: IEFSEM-BAS & Paradigma.
- Erolova, Y., Ivanova, V., Slavkova, M., Hristova, M., Stoyanova, Pl. and Popcheva, J. 2023. On Immovable Cultural Values of Local Importance. Examples from Balchik, Kavarna, Sandanski and Garmen. Sofia: IEFEM – BAS, Paradigma.
- Popcheva, J. 2023. Varshets – The Town of Badante Women' – 13 Years Later (Migration Impact Upon Families Left-Behind). In: Maeva, M., Hristova, M., Slavkova, M. (eds.) "Between the Worlds of Old and New Homes". Vol. 5, 160-175. Sofia: IEFSEM & Paradigma.
- Popcheva, J. 2023. Unknown, Forgotten and (Re)discovered: A Possible New Life for Three Fortresses near the Town of Kavarna. Nasledstvo BG Bulletin, 5, 102-112.
- Popcheva, J. 2022. 'Nobody Should Take Care for Grandmothers' Grandchildren'. Mobility and child care models in three-generational separated families. *In: Maeva, M and Hristova, M. (eds.) Cultural and Social Consequences of Emigration upon Bulgarian Society (Left-behind)* [Попчева, Ю. 2022. „Никой не е длъжен да гледа на бабите внуците". Модели на мобилност и грижа за децата в разделени семейства от три поколения. *В: Маева, М и Христова, М (съст.) Културни и социални последици от емиграцията върху българското общество (ОСТАНАЛИ)*] ;

- Klyaus, M., Popcheva, J. The Role of Internet in Bulgrian Orgniztions in Ural and Siberia Activities. Bulgarian Ethnology, 4, 2022, 111 – 131. [Кляус, М., Попчева, Ю. Ролята на интернет в дейността на българските организации в Урал и Сибир. Българска етнология, 4, 2022, 111-131].
- Popcheva, J., Maeva. M. Bulgarians' Labour Migration towards Ural and Siberia and Bulgarian Community in Surgut (1980 - 2022). Bulgarian Ethnology, 3, 2022, 248-273. [Попчева, Ю, Маева, М. Трудова миграция на българите към Урал и Сибир и българската общност в гр. Сургут (1980 – 2022 г.). Българска етнология, 3, 2022, 248-273].
- Popcheva. J. The New Virtual Field - Events and Meetings during a Crisis, In: "Contemporary Fieldworks of Cultural and Historical Heritage", Erolova, Y., Krastev, P., Popcheva, J. (eds), Paradigma, Sofia, 2021, 121 – 131. [Попчева. Ю. Новият виртуален терен – събития и срещи по време на криза, В: „Съвременни теренни изследвания на културноисторическото наследство", Еролова, Й., Кръстев, П., Попчева, Ю. (съст. и ред.), Парадигма, София, 2021, 121 – 131.]
- Popcheva. J. The Role of the Micro-Community in Overcoming Crises. Bulgarian Ethnology, 4, 605 – 623, 2021. [Попчева. Ю. Ролята на микрообщността при преодоляването на кризи, Българска етнология, 4, 605 – 623, 2021.]
- Popcheva. J. The Virtual Horo. Folk Dance Groups Abroad During the COVID-19 Epidemic, In: "Ethnology and Epidemics. Sociocultural Dimensions of the COVID-19 Pandemic", Baeva, V. and Ilieva, A. (eds), BAS Publishing House "Prof. Marin Drinov", Sofia, 2021, 177 – 186. [Попчева. Ю. Виртуалното хоро. Групите по народни танци зад граница по време на епидемията от COVID-19, В: „Етнология и епидемии. Социокултурни измерения на пандемията от COVID-19", Баева, В и Илиева, А. (съст. и ред.), Издателство на БАН „проф. Марин Дринов", София, 2021, 177 – 186.]
- Popcheva, J. 2021. Bulgarians in Southern France. *In: Voskresenski, V., Hristova, M and Matanova, T. (eds.) Bulgarian Communities Abroad: Aspects of Culture, Identity and Migration*. Sofia: Prof. Marin Drinov, 15 – 40. [Попчева, Ю. 2021. Българите в Южна Франция. *В: Воскресенски, В., М. Христова и Т. Матанова (съст) Български общности в чужбина: аспекти на културата, идентичността и миграцията.* София: АК „проф. Марин Дринов", 15 – 40];
- Popcheva, J. 2020. The Meeting Point of Bulgarian Emigrants. *Bulgarian Ethnology*, 2, 275 – 293 [Попчева, Ю. 2020. Мегданът на българите емигранти. *Българска етнология*, 2, 275 – 293].

Project experience

- 2024 – 2026 – researcher at project "3D Cultural Heritage Data Through Three-Dimensional, Automated, Science-Based Digitization", funded by the European Union – NextGenerationEU, through the Recovery and Resilience Facility to implement an investment under C2I2 "Enhancing the innovation capacity of the Bulgarian Academy of Sciences (BAS) in the field of green and digital technologies" of the Recovery and Resilience Plan;
- 2023 – 2025 – personal project "Migrations and Cultural Heritage (by examples from the village of Zdravets, Varna district)", funded by National programme "Young Scholars and Postdoctoral Researchers-2", Bulgarian Ministry of Education and Sciences;
- 2021 – 2023 – principal investigator in the project "Policies for conservation and promotion of immovable cultural values of local importance in Bulgaria. Ethnological analysis on the examples of the municipalities of Balchik, Kavarna, Garmen and Sandanski" within the project BG05M2OP001-1.001-0001 Creation and Development of the "Heritage BG", Centre of Excellence, Scientific Programme B, funded by European Regional Development Fund, OP Science and Education for Smart Growth;
- 2020 – 2024 – researcher at project "National and European Dimensions of Contemporary Identity of Bulgarians", funded by NSF, Bulgarian Ministry of Education and Sciences; 2019 – 2023 "Still in Bulgaria. Cultural and Social Effects of Labour Mobility and Migration on Bulgarian Society (1990-2019)", funded by NSF, Bulgarian Ministry of Education and Sciences;
- 2019 – 2022 – researcher at project "Bulgarians in Ural and Siberia during 20-21 Century: History, Culture and Identity" (2019-2022), funded by NSF, Bulgarian Ministry of Education and Sciences;
- 2019 – 2021 – researcher at project National Scientific Program "Cultural Heritage, National Memory and Progress of Society", funded by the Ministry of Education and Science.

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Specializations abroad and international cooperation

- Erasmus+ programme in Università degli Studi di Palermo (28.11 - 02.12.2022), Palermo, Italy;
- „Women on the Move Training School", funded by COST Women of the Move network (7-10.07.2022), Paris, France;
- Erasmus+ programme in University of Bordeux, student exchange (January – June 2020), Bordeaux, France;
- Erasmus+ programme in Universitat Autonoma Barcelona, (11 – 20.11.2019), Barcelona, Spain;
- 14th "Border Crossing Konitsa Summer School" (21.07. – 03.08.2019), Konitsa, Greece.

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