



Reference letter

To whom it may concern

Kalin Nikolaev Zdravkov is employed by Sutherland Global Services Bulgaria EOOD from **June 2023, till now** at the position **Graphic Designer in Recruiting – Sourcing Team 97204**.

In this position, his duties included but were not limited to:

- Designing multi-channel campaigns for Bulgaria and Kosovo, ensuring a consistent visual identity while adapting content for different platforms and audiences. Strong focus on visual storytelling and recruitment marketing content.
- Bringing creative vision to projects — from original concept development to final execution — while incorporating feedback and collaborating with different functions and teams.
- Handling multiple design projects and tasks simultaneously with efficiency and precision, delivering high-quality, innovative visuals on time and with minimal need for revisions.

During **Kalin's** employment, he has proven to be a responsible employee with excellent softskills and knowledge. His work ethics, attitude, and dedication are exemplary, and he always managed to turn feedback into a positive outcome. He can be qualified as a hard-worker and tackled every task assigned to him with skill and competence.

We highly recommend **Kalin Nikolaev Zdravkov**, confident that he will bring the same drive and dedication to your organization that he has brought to ours.

September 24th, 2025

Sincerely,

Anastasiya Emilova Stoyanova-Drageva
/ Director HR, Europe/

Nina Rumenova Yanchovska
/Supervisor/

Kalin started his journey at Magic Creative as an intern in our Design department, while still attending university. Right from the get go, he displayed incredible time management skills for a man of his young age. He was able to not only successfully balance his work duties with his university lectures, but he was also working another job since the internship with us was an unpaid. Despite all this, his performance was more than excellent – he quickly improved his basic skills and started learning new things, looking for answers, thirsty for knowledge, not only of the design aspect of things, but of the inner workings of the agency. He wished to learn how things worked from point A to point B. Soon enough his immense potential revealed itself to us, we had no choice but to offer him a full time position.

After joining our team on a permanent basis, his ambition to learn, improve and become a professional really kicked into overdrive. He took the opportunity to heart and thus began an inspiring journey. As his manager, I had no trouble communicating tasks and could also completely rely on his time and task management capabilities. Not only that, but he was also always on the initiative – suggesting ways to improve work pipelines, resolving team problems, giving feedback and always engaging himself with the issues at hand. He is an incredible problem solver by heart and has an extremely potent analytical approach. I truly appreciated that, as I knew I could always count on him, not only in matters regarding the design team, but in general situations in the agency as well. As a designer, he truly started shining. His skills seemed to lift, and his creativity and unique style started to develop into what I can only describe as truly amazing. Communication was always incredible, and he has always been an easy-going guy, he brought loads of fun and spirit to the office.

The final stage of his evolution with us came a while after, when he started to truly display what I can describe as the qualities of a true leader. The design team was lagging behind, due to both internal and external issues, and he was the sole person to give a true 100%. He was basically taking over the responsibilities of the then “Senior Designer” and was the de facto leader of the team. Soon enough I decided to put him to the test and appointed him as Head of Design, gave him full responsibility and put him at the helm. To say he flourished under these circumstances would be an understatement. Once he tapped into his leadership qualities, mixed with his operational approach, managerial intuition and sense of duty, there was truly no stopping him. I went from constantly checking on the design team and worrying about deadlines, to not sweating a thought about it. I knew the job was getting done, and I knew I could rely on that man to get it done – whatever it was. He was like a boomerang for quality. You threw a task at him, it didn’t matter what it was, how hard or challenging it was, he just bounced it back in a timely fashion and an incredible polish.

What always made Kalin excel was his truly unique sense of purpose – he always knew what he wanted – to be a true professional in his field, and for a young man like himself it was so amazing to see him acting as a seasoned pro. He has always been straight to the point, no excuses, get the job done, polish it with the best quality and own up and learn if he ever made a mistake, which was a truly odd and rare occasion. He was relentless and became a benchmark that we all compared ourselves to from time to time. On a personal note – he was a truly understanding, kindhearted and good spirited individual. Exceptionally gifted, intelligent and a joy to work with in every single regard.

Marian Morfis (+359 88 339 2821)

Head of Digital Marketing at Magic Creative Ltd.