



Practical experience

Management and video production

COUNTDOWN Bulgaria - Dance Crew

In 2017 I decided to start a dance group in my hometown: Burgas, Bulgaria. My intention was never to create something big or groundbreaking; I simply wanted to create a space in my small closed town where all people, regardless of gender or appearance, could express their love for dance and performance without being judged or penalised for it. Over time, however, our numbers grew and our drive to create diverse artworks made us want to establish ourselves as a brand and as a team.

In 2017 we started with 3 people and in year 2023 we are 35 active dancers. We hold annual dance auditions for new members; we organise workshops for people all ages and take part in almost every competition in Bulgaria for our genre.

I didn't want us to be dependent on large studios, so in 2019 I picked up the courage to invest in my own dance studio. I wanted my dancers to have all the freedom they crave, without restrictions. I rented a small space in a sewing warehouse and, with a lot of effort and the help of my team colleagues, managed to turn the space into a professional dance studio.



30.01.2022



→ Production and directing

Our dance studio enabled me to find my passion for producing and directing. Over time, I saved enough money to equip our group with spotlights/lamps and RGB lights.

From then on, I came to realise how important light is and how much it contributes to the aesthetics, mood and look of a piece. Since then, our videos looked much more professional and we tried even harder to create quality work.

This also gave me the opportunity to discuss all the sets and details of the videos with my team members team members and I tried to guide everything through my own vision.





→ Videos

Through our content I have found out how to integrate different styles into our videos, and endeavoured each time to present a different aesthetic to our viewers.

I always kept in touch with the people responsible for the choreography of the 'Unit', and held a video meeting with my team mates before each video shoot to discuss every single detail of the production.

Location, costumes, make-up, lighting, crew - everything had to be prepared, so that we had a successful production

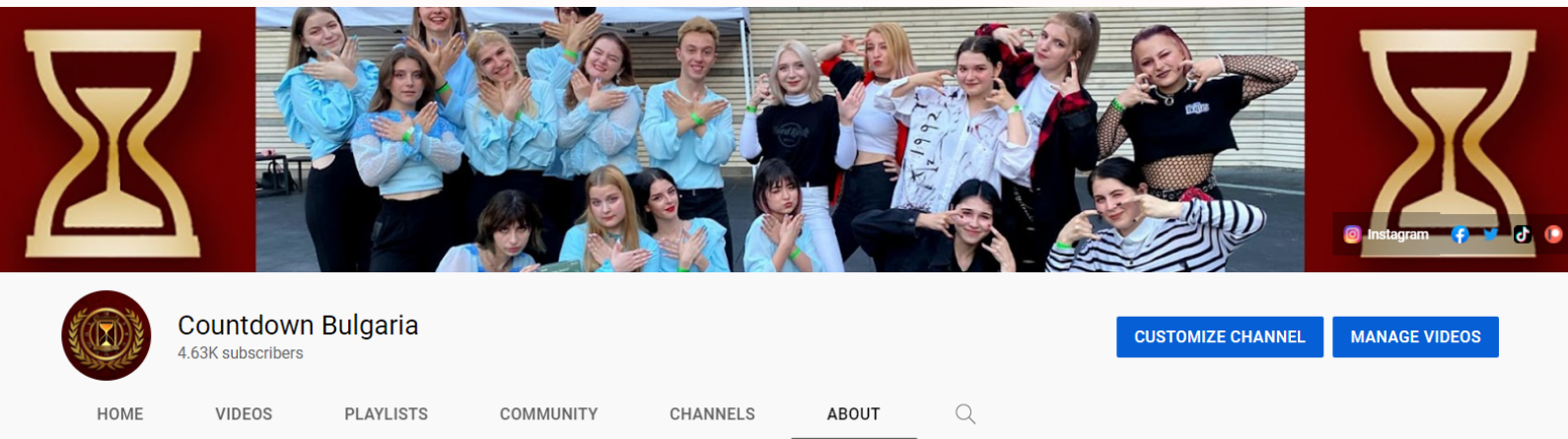
We had years where we produced 3-4 dance videos every month.

<https://www.youtube.com/watch?v=8cq1dFachBQ>.

→ Management

YouTube Canal

Another thing I discovered through my dance group was my interest in management and marketing. I didn't used to think about it and believed that this part of a project and production was insignificant. After we started to make a brand and a name for ourselves, I realised how important management is for better results, exposure and accessibility. I learnt how to use Photoshop myself and put a lot of energy and time into creating our "image". With a lot of effort, we have currently managed to reach our YouTube channel with 4,845 subscribers and a total of almost half a million views [600 915 - 09/11/2023].



Fortunately, I managed to find a sponsor for us last year. In my country, it is really difficult to find people or organisations that are interested in investing in art activities. But with great effort, I approached the Korean beauty brand Lovely Me and they agreed to support us financially in some of our projects.



Throughout my time at high school, I dedicated all my free time to the well-being of my team and focussed my energy on this group and its creations. It has taught me to communicate better with people, to compromise and above all to be a true leader and a creator. This team and its achievements are the result of 5 years of continuous effort and ambition and my unstoppable pursuit of beauty and art.

Karina Musabasheva
COUNTDOWN Bulgaria

