

**Name, University, Field of Studies**

Sofia Tsoleva, New Bulgarian University, Communications

**Previous experiences in ERUA events/activities**

None.

**Your hobbies and interests shortly and major?**

Hobbies - reading, watching movies, tinkering.

Interests - pop culture, politics, social causes, and the NGO sector, in particular.

Major - Public Relations.

**Why did you become an ambassador for ERUA? What inspires you?**

As a Public Relations student passionate about civic communication, democratic education, and creative outreach, I'm inspired by ERUA's vision of a collaborative and inclusive European university. ERUA's emphasis on questioning and improving higher education resonates with me—I want to help fellow students engage in reform, spark collective thinking, and contribute meaningfully at my university and beyond.

**Contact info: Instagram or Facebook profiles**

Instagram: filosofiq

Facebook: Sofia Tsoleva