**Anna Mostova**

Communications specialist

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Paris, France

15 June, 1991

[**Professional Portfolio**](https://drive.google.com/drive/u/1/folders/1KIpzI2I8lULx5HoV2zYMsJZNR1QbNSXa)

**EDUCATION**

Taras Shevchenko National University of Kyiv, Institute of Journalism

*09/2008 - 07/2014*, *Kyiv, Ukraine*

Master Degree in Journalism

**SKILLS**

Cross-communications

Social Media Marketing

Project Managment

Content curation

Community management

Strategic systems thinking

**LANGUAGES**

English *Full Professional Proficiency*

French *Elementary Proficiency*

Ukrainian *Native or Bilingual Proficiency*

Russian *Native or Bilingual Proficiency*

**WORK EXPERIENCE**

**Public Relations Manager**

Ruslan Baginskiy Hats

*04/2018 – 07/2022*,  
*Ukrainian headwear brand loved by celebrities and marketed in about 150 stores across 30 countries. Achievements/Tasks*

*Kyiv-Paris*

⦁ Start and build upon relationships with journalists, celebrities, influencers, and stylists

⦁ Prepare PR materials (press releases, pitches, articles, newsletters, brand messages, supporting content)

⦁ Manage communication with journalists from different media outlets and pitch brand’s stories to international publications, including New York Times, Forbes, Diet Prada, Harpers Bazaar US, British Vogue, Vogue France, and many others

⦁ Assist with social media pages, developing and implementing strategies, and managing cooperation with influencers to achieve organic engagement and followers growth

⦁ Coordination of shooting requests: sending, returns, and reminders

⦁ Maintaining the press showroom, assisting with the showroom, and presenting new collections for buyers 4 seasons a year during Paris Fashion Week.

⦁ Assistance in the preparation and participation in shootings, and producing special projects, events, and presentations, pop-ups, showcases, fashion shows

⦁ Develop event concepts, research partners, and coordinate cooperation; create guest lists, distribute gifts and invitations, manage coverage of the event in media, and provide coverage reports. Among them are the brand’s first couture presentation in Paris, pop-up in Paris, show during Ukrainian Fashion Week, digital couture presentation, pop-up at LuisaViaRoma in Florence, the gallery in Paris

**Head of communications department**

Ukrainian Fashion Week

*02/2015 - 04/2018*, *Kyiv, Ukraine The first professional fashion event in Eastern Europe that meets the world standards for prêt-a-porter showsand takes place twice a year.*

*Achievements/Tasks*

⦁ Built a strong, significant image of the brand, developed the communication strategy for each season, and more than 10 additional projects initiated by Ukrainian Fashion Week.

⦁ Constant cooperation with more than 200 Ukrainian and international media representatives, supporting their work on the venue and providing all the information, fulfilling special requests.

⦁ Implemented new trends and create new projects such as Fashion Tech Ukraine, the platform Be Sustainable.

⦁ Managed cooperation with international colleagues and partners. Organized visits and support of international guests for the event and achieved the inclusion of Ukrainian Fashion Week from Vogue US, The Business of Fashion, Browns Fashion, The Show Studio, Vice media, etc.

⦁ Built a productive team, managed its work and tracked project management KPIs.

⦁ Organized projects to showcase Ukrainian designers in London, New York, Tokyo, Shanghai, Georgia, and others.

⦁ Supported cultural and fashion projects such as Young Design Contest in Ukraine, International Young Design Contest, Fashion Film Festival Move On, and the most influential fashion award in Ukraine - Best Fashion Awards.

⦁ Managed company media and social media pages and ensured audience growth and increased the coverage of the official Instagram page by 80%.

**Communications Manager**

Ukrainian Fashion Week

*09/2013 - 01/2015*, *Kyiv, Ukraine The first professional fashion event in Eastern Europe that meets the world standards for prêt-a-porter showsand takes place twice a year.*

*Achievements/Tasks*

* Established long-term relationships with media representatives
* Prepared PR materials
* Managed company media and social media pages
* Pitched company news, articles, and other pieces
* Managed media accreditation and organised the press centre during events
* Measured the results of PR activities