

Public Relations Management

Quality-focused professional with hands-on experience in overseeing public relations, communications, and filmmaking functions for promotion and development of global brands.

Skilled at identifying improvement areas to gain market share by analysing competitive products and services. Multi-lingual leader with background in leading content production, video editing, social media, and digital marketing activities whilst delivering innovative ideas and bringing concepts to reality. History of spearheading projects from start to finish, orchestrating events/meetings, developing creative plans, and ensuring completion within set time and budget. Track record of fostering relationships with key stakeholders to develop new products and services based on current trends in film industry.

Areas of Expertise

◆ Relationship Building & Management	◆ Cross-team Collaboration	◆ Project Management
◆ Film Production & Distribution	◆ Public Relations Management	◆ Market Research & Analysis
◆ Content Planning & Execution	◆ Marketing & Brand Development	◆ Brand Positioning & Promotion
◆ Corporate Communications	◆ Content Management & Ideation	◆ Client Experience & Satisfaction

Professional Experience

Ukrainian movie "Stay online" 2023 (AMO Pictures), Kyiv Ukraine PR Manager

2022 – Present

Communicate with diverse team members from directors to general producers, as well as journalists and distributors across film industry. Oversee creation of media releases and content on social media platforms. Forge positive relationships with journalists and key influencers, whilst managing response to 'crisis' situations. Identify and resolve issues as well as addressing and fulfilling clients' demands/needs in timely manner.

- Optimised customer engagement, satisfaction, and retention by promoting social network for film promotion by co-ordinating with key stakeholders.
- Designed and implemented PR strategies for businesses to create, organise, and measure effectiveness of public relations tactics over time for promotion and future movie releases in 2023.

Family Production, Kyiv Ukraine Production Assistant

2021 – 2022

Led multiple production activities, such as obtaining filming contracts, scouting locations, casting actors, planning filming schedules, and corresponding with directors, clients, agencies, and actors. Facilitated various agencies, artists, and clients to visit film sites throughout Ukraine. Recognised as division, Publicis Conseil, PICKERS agency client's producer McCAIN, MAKE UP artist-producer – Tina Kunaki, BOSS artist-producer – Jacob Elordi, Laura Harrier).

- Guided clients in change and success for marketing transformation to provide strategic creative and digital ideas.
- Acted as liaison between clients, agency, production, and director of ORANGE agency and client's producer to effectively discuss status and progress.
- Supervised filming process from initiation to completion in production of Kyivstar 3 and MEGOGO 3 commercial videos.

Diia, Ministry of Digital Transformation of Ukraine, Kyiv Ukraine Communication Manager (Advisor to Vice Prime Minister, Minister of Digital Transformation)

2019 – 2020

Managed professional social media messaging via content creation, follower engagement, trend analysis, and competitor research. Oversaw various aspects of social media listening, by identifying and assessing reputation of company, individual, product, and brand on internet. Monitored placement of social advertising on national TV and outdoor advertising in regional cities. Scripted and created content for site as well as assisted with video direction.

- Contributed to brand development entitled "state in a smartphone" Diia as Brand of State in Smartphone project.
- Achieved Ministry of Digital Transformation goals by creating conditions for development of state brand Diia and through direct communication with all ministries, departments, and President Office with Verkhovna Rada of Ukraine.
- Established strong relations with communications and media experts to promote partnerships and efficient mass communication distribution by engaging in professional networking.

- Directed organisations of Diia brand presentation and several other events attended by all state's top officials, including Volodymyr Zelenskyy.

Zelenskyy's Presidential election campaign, "Servant of the People", Kyiv Ukraine Co-ordinator (International Direction of Elections, Digital Team)

2019 – 2019

Created official Facebook community, recorded video content, and authored educational papers for 47 nations. Participated in formation of digital strategy for company and Legislative Party "Servant of the People,". Orchestrated official events, such as Election Day (two rounds of presidential elections) in Servant of People's parliamentary elections.

- Engaged foreign monitors at international polling stations, comprising 180 observers and 50 polling site's location via proper co-ordination.
- Fostered relations with stakeholders across world's major countries with 47 team members from 47 different nations.
- Developed global public relations plans for Volodymyr Zelenskyy and 10M+ Ukrainians.

Career Note

Prime Story Pictures, Kyiv Ukraine Promo producer

- Promoted television shows by coming up with innovative ideas whilst serving as Promo Producer of documentary series "The Big Circle" (MEGOGO).
- Directed various organisations for successful series presentations via communication with media, actors, bloggers, contractors, and sponsors.
- Attained targeted objectives through close collaboration with diverse team members.

Additional Experience (Internships)

PR Manager (Intern), Ukrainian Advertising Coalition

PR, Communication Manager (Intern of Press Center), Physical Culture & Sports Association "Dynamo"

Journalist, PR Manager of VRU Intern of Press Center), Verkhovna Rada of Ukraine

Press Office Journalist (Intern), Novyi Kanal (Ukrainian TV channel)

Education & Credentials

Bachelor's degree in Advertising & Public Relations (Specialisation: Advertising Directing), 2019

Borys Grinchenko Kyiv University, Ukraine

Spear (Personal & Career Development Programmer) London, England, 2022

Developed confident communication, interpersonal, presentations, and teamwork skills for strong networked with professionals.

Communication security" (Anti-Crisis Communications) Certificate, (2018)

Sofia University "St. Kliment Ohridski, Bulgaria

Technical Proficiencies

MS Office, Keynote, and Adobe Premiere

Languages

Ukrainian, Russian, & Armenian (Native)

English (C1) Enrolled in English language courses to improve proficiency level.