



MARKETING COMMUNICATIONS CONSULTANT

BRYKOVA IRYNA

CONTACTS

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Portfolio
creativekitchenagency.com.ua

RESUME

Expert in marketing communications. More than 10 years in media and event industry. Successful launch and development of local and international media projects from the scratch, strategic consulting. Public speaking and teaching

SPECIALIZATION

- Strategic consulting
- Sports Marketing
- Event management
- Project management
- Sponsorship & fundraising
- PR & Communications
- Digital marketing

LANGUAGES

- Ukrainian – native
- Russian – native
- English – upper intermediate
- French – upper intermediate
- Deutsch – basic

CERTIFICATION

NORTHWESTERN UNIVERSITY, USA
Sports Marketing, 2020

SCHOOL OF DIGITAL ADVERTISING, UKRAINE
Internet Marketing, 2020

IBSTPI, USA
Business trainer certificate, 2008

EXPERIENCE

CONSULTING & PROJECT MANAGEMENT

2017 – PRESENT

- Sports marketing (Elina Svitolina Foundation, International Sport Marketing Conference, USYK17Promotions, golf tournaments)
- Event marketing, VIP-communities development (Forbes Club, HClub, Sustainable business, Fintech)
- Sponsorship & fundraising (projects for Mastercard, Alfa Bank, Gulfstream Aerospace, VISA, Parimatch)

ICOM MEDIA HOLDING

Business development & marketing manager | 2015 – 2017

- Launch and commercialization of leading media project for agrarian market, [Landlord](#)
- Indoor advertising format development in high-speed trains Intercity. 200% increase in turnover due to international contracts with the Ministries of Tourism of Israel, Turkey, Poland
- International co-projects with Mercedes-Benz – Mercedes-Benz Fashion Week, Mercedes-Benz Star Experience

ATLANTIC MEDIA

Commercial manager, Publishing House Perekhid Publishing | 2013 – 2015

- Launch of the event and cross-media department in the holding (print, online, events)

SUP MEDIA

Commercial manager, championat.com | 2011 – 2013

- Launch in Ukraine leading sport projects in CIS before EURO 2012
- Sponsorship, projects with Unicredit, Mastercard, Procter&Gamble

EDUCATION

CHARTERED INSTITUTE OF MARKETING, UK
MBA Digital Marketing, 2015

KYIV NATIONAL ECONOMIC UNIVERSITY

2012 – Associated Professor, International Economy Department
2008 – PhD, International Economy
2004 – Msc in International Economy, with honors
2003 – Bachelor diploma in International Economy, with honors