 **POLYAKOVA ANASTASIYA**

**Communications Coordinator/**

**Editor-in-Chief/**

**Lecturer Media Communications**

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**Date of birth:** 13.09.1986/ 34

**EDUCATION**

**PhD** in Social Communications

2008 – 2013, Taras Shevchenko National University of Kiev. **Institute of Journalism**

2003-2008, Dnipropetrovsk National University Master’s degree in **Journalism**

2002-2007, Dnipropetrovsk National University Master’s degree in **Psychology**

**WORK EXPERIENCE**

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| **PlusOne digital agency** **Head of Video Production studio**  06.2018 – 12.2020- Development of an effective operation strategy for the Video Production Studio as part of a full-service advertising agency. - Planning the work of the production department with 8 people of the creative group under my supervision - designers, directors, cameraman, administrator and contractors. - Organizing video content making of any level of complexity from the idea to broadcast. - Allocation of funds, preparation of tender bids, producing my own projects under Video Production.- Communicating with the client, developing a creative idea, filmmaking, overall coordinating all production services and film crew at the shooting area.- Making a brief, wording and setting a goal, direct involvement in the shooting, planning and monitoring compliance with the editing and dubbing schedules.-Delivering the project to the clients, preparation of proposals, participation in brainstorming and implementation of ready-made solutions for the clients.- Managing creative teams, organizing and conducting castings, writing scripts and reporting to account managers of the agency.- Preparing speakers, writing speeches and addresses, working with opinion leaders.- Working on the scripts for animated clips and videos, overall control over their making and obtaining the client’s approval.  **Creative director, owner of a production studio**12.2017 – 06.2018 Making films and various videos on a “turn-key” basis. * Conducting negotiations with a client, Customer company, companies’ head marketers and press relations services.
* Working on the script, actors casting, preliminary interviews with the actors.
* Interview recording and directing.
* Coordinating and overall supervision of the videos/films characters, administrators, film crew, editing and postproduction.
* Collecting the director’s first draft, editing, getting the client‘s approval – introducing amendments on client’s request.
* Naming/copyright/final dubbing
* Scripting various plots: news, reports, success stories.
* Corporate films, educational videos, presentations and promotional videos scripts.
* Writing lead-ins and speeches for presenters.

**TV Channel “Ukraine”****Editor in Chief of TV Project**04.2017-11.2017• Event concept development• Organization of editors work (5 subordinate editors)• Selection of participants – casting, interviewing • Program scriptwriting (40 events in the season)• Shooting organization, work in studio with characters and a host • Monitoring of editors work, implementation of the idea of events about characters. Writing and cutting of teasers/trailers. • Work with a host. Writing of leads-in and texts for hosts.• Monitoring, proofreading and editing of event scripts, approval of video material prepared for the film editor. • Program preparation for the air  |
| **STB Channel****Journalist-scriptwriter of X-Factor, Ukraine Got Talent**10.2010-09.2016 |  |
| * Work at auditions, selection of the participants
* Creating the participants database for television audition
* Interviews with the participants and their relatives
* Filming the stories, writing the plots about participants
* Scripts for Ukraine’s Got Talent, X-Factor
* Working with the category - the judge, 3 teachers, 3 participants
* Scriptwriting for the program, program preparation for the broadcasting on air
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| **Institute of Advertising****Lecturer**10.2009-11.2010 |  |
| * Delivering lectures, seminars on Basics of Journalism, Theory of Journalism, Psychology of Mass Communication, History of Journalism, Project budgeting for media business, Basics of Advertising
* Writing articles for the website of the Institute, preparation of scientific articles (over 12 scientific articles have been published under my authorship in specialized scientific journals)
* Monitoring and analysis specialized media, placement of advertisements
* Preparation and administration of scientific conferences, competitions, workshops and round tables
* Conducting competitions, promotions involving the students
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| **Internet club of top managers “YA TOP”** [**www.yatop.com.ua**](http://www.yatop.com.ua/)**Chief Editor**09.2008-09.2009 |  |
| * Writing articles for the Internet portal "YA TOP": analytics, reviews, interviews, news.
* Negotiations on attracting potential audience of the portal, concluding contracts Mass media monitoring and analysisCooperation with Ukrainian media: barter, articles, advertising
* Monitoring contextual advertising efficiency and further optimization
* Traffic analysis
* Monthly reports (summary of advertising channels and testing analysis)
* Attracting the customers and sponsors to participate in the workshops, conferences, round tables held by the company "YA TOP"
* Preparation and administration of the conferences and workshops (the audience - the owners, CEOs, top-managers, functional managers)
* Event management, moderation.
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| **Dneprotekhservis OJSC (Research and Production Group of Engineering Companies)****Press-secretary**09.2007-09.2008  |   |
| * Developing and monitoring the advertising campaigns in the mass media.
* Preparation of media plan.
* Writing news, articles, interviews, appeals, media speeches.
* Preparation of interviews and speeches of the leaders in the mass media.
* Organization and support of press conferences, briefings, interviews and other business events.
* Writing and mailing out the press- and post releases, announcements, comments, etc.
* Content management of the website and pages in social networks.
* Mass media monitoring, data analysis (preparation of analytical reports, opinions and reports).
* Organization of media databases.
* Work with the contractors and control over its execution: PR, advertising and production agencies, freelancers (copywriting, photos and video).
* Content management, editing, layout of the newspapers (newsletters).
* Preparation of promotional materials and promotional products

**Interpipe Steel Corporation (Dnipro)****PJSC «Interpipe – PRP» (Nyzhniodniprovsk Pipe-Rolling Plant) journalist in the media centre, internal communications specialist** 07.2005-08.2007• Creating and supporting a positive image of the enterprise, working in the plant media relations office. • Writing articles for a corporate newspaper, plant newspaper, corporate magazine and external published news sources. • Developing and supporting activities to create a positive HR-brand of the company, social research practice and public opinion polling on corporate culture among employees of the corporation plants. • Cooperation with mass media, preparing and editing analytical materials. • Collecting, processing and distributing information about the company, preparing printed materials of a promotional and information type, monitoring media materials.• Writing and editing public speeches, feature materials and advertorials.  |
| **Bartolomeo Creative Club (Dnipropetrovsk)****Hotel and restaurant complex****Marketing and** **PR manager**12.2004-01.2006 |  |
| * Development and placement of advertising and PR-campaign concepts (without engaging the services of advertising and consulting agencies)
* Development of advertising and marketing strategy, advertising campaign and advertising budget planning, implementation of promotional and marketing events, evaluation of their efficiency
* Preparation of articles, interviews, texts for promotional materials
* Forming the base of the media and conditions of working with them, placement of advertisements, feedback (comments, information on request)
* Ensuring active and continuous presence of the company in the information media;
* Analysis of the competitive environment, consuming power.
* Work with sponsors, attracting sponsorship budgets (Red Bull, Martini&Bacardi, Marcom, Nemiroff, Life, Market group, Pernod Ricard, Diageo)
* Conclusion of commercial, advertising and marketing agreements
* Monitoring contractual commitments and payments, conclusion and support of commercial contracts, control of the commercial paperwork.
* Development of corporate identity
* Website content development and management
* Organization of press conferences and presentations
* Managing the development, production and placement of outdoor advertising
* Work with radio stations (audio clip production and placement, holding the promotional events and drawings with live transmission, creation of audio brand, etc.)
* Sales promotions, seasonal sale, discount program and other promotional event organization and management;
* Organization of concerts, press conferences, presentations of the performers, creation and work with a client base;
* Work with social networks
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| **51 Channel (Dnipropetrovsk)****News media reporter (stand-up)**05.2004-11.2004 |  |
| * Collection of information, preparation of author’s news items or other texts and videos required for the news program
* On-site visits, interviewing, filming process management, setting the tasks for the cameraman
* Live stand-up with the preparation and without preparation (improvisation)
* Business trips, preparation of texts, plots, videos
* Editing of own news items
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| **PROFESSIONAL AND PERSONAL SKILLS**Excellent organizational skills, communication skills, responsibility, creativity, initiative, warranted optimism, pro-active attitude and creative approach to the performance of the tasks, willingness to develop myself**LANGUAGES**Ukrainian, Russian - nativeEnglish – Advanced**DRIVING LICENCE**Driving licence category ‘B’ |