 **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 | | |
| **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 | | |
| **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 analysis Cooperation 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. | | |
| **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 | | |
| **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 | | |
| **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 - native  English – Advanced  **DRIVING LICENCE**  Driving licence category ‘B’ | | |