



Irina Penzina

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7 years in Advertising • Master's Degree in PR • 4 languages
Public Speaking • Coding • Project Management • 2 countries

Education

Ufa State Petroleum
Technological University -
**Master's degree in Public
Relations** (Ufa, Russia)
08.2004 – 07.2009

**Certificate in Teaching
English to Speakers of Other
Languages** (Level 4, 150
hours) 12.2014–02.2015

**Conde Nast Center of
Fashion & Design** – Fashion
& Luxury Events
Management (Shanghai,
China)
08.2017-09.2017

Harvardcs50 computer
science online course.
07.2018 – 12.2018

Le Wagon, coding bootcamp
(Shanghai #236)
02.2019 – 04.2019

Languages

English Fluent
Russian Native
Bashkir Native
Mandarin HSK3

Technical Skills

Microsoft Office
Adobe Photoshop
JavaScript ES6
HTML5
CSS
SQL

Projects

[storybook.style/
ipenzina.com/
irinapenzina.github.io/Ben-
Hengst/](https://storybook.style/ipenzina.com/irinapenzina.github.io/Ben-Hengst/)

Work Experience

Lecturer

06.2019 - Present

Mod'Art Institute affiliated with Shanghai University - Shanghai, China

- Teach Advertising, Copywriting and International Fashion to Chinese and International students aged 18-25
- Develop curriculums for Advertising, Copywriting, International Fashion and Costume History
- Developed an entire "foreign" four subject summer program for new incoming students.
- Create effective lesson plans, prepare materials for the lessons (PPTs and handouts) and tasks/projects for students
- Prepare, conducts, and assess final examinations for each subject.
- Write final performance reports for each student on each subject by the end of the semester
- During Coronavirus: restructure and create special content for classes, making videos and conduct lessons and exams online.

Public Relations manager

03.2018– 05.2019

Phinnie - Shanghai, China

- Worked with the sales department on narrative improvement
- Took part in meetings with parents/ conflict solving
- Created the event calendar for the year ahead to attract more, and keep existing customers.
- End-to-end management of logistics including:
 - Writing a script for each event and approving it with the managing director;
 - Creating lists of required requisites and approving each item to order;
 - Working with a graphic designer and approving design for each conducted event;
 - Directing and rehearsing events with students from the English training center;
 - Hosting events if necessary;
 - Evaluating the effectiveness of the event;

Project manager for the annual event **FABERNOVEL Shanghai Talks**

08.2017- 11.2017

FABERNOVEL Asia - Shanghai, China

- End-to-end management of logistics including:
 - Designing and delivering an interactive tech playground (Microsoft HoloLens, VR glasses, Xinchajian etc),
 - Co-operation with designers on event branding, Negotiating the scope of venue use
 - Co-ordinating all speakers (including Alibaba, Jing digital, Microsoft, Parklu, Fabernovel etc.)

English Teacher of Native Mandarin Speakers

09.2015– 06.2017

Shanghai Oriental Ladder Bilingual School - Shanghai, China

Public Relations Manager in Russia

07.2009 – 10.2014

In following companies:

- **Argumenty and Factly Ltd.** - Moscow, Russia
- **Stream Television Company Ltd.** - Moscow, Russia
- **BGKLLCs (TV-channels: Ocean TV, Galaxy)** - Moscow, Russia
- **Ministry of Communications and Mass Media of the Republic Bashkortostan** - Ufa, Russia
- **Ufa City Municipal District Administration of Bashkortostan Republic** - Ufa, Russia
- **Image Consult LLCs** - Ufa, Russia
- Participated in planning the annual strategy, planned PR activities and advertising campaigns for the company.
- Oversaw development of the company's website.
- Handled partnerships: evaluation, initiation and leading negotiations.
- Prepared PR materials (video/ audio materials, articles, press-releases, interviews, comments, presentations, etc.) and tracked their placement.
- Organized press-conferences and briefings.