



## 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
- Ruby on Rails
- JavaScript ES6
- HTML5
- CSS
- Python
- SQL

## Projects:

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

## Irina Penzina

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## Summary

- Project Management • Communication & Intercultural
- Event Management • Communications
- Public speaking • Web Development & Analytics

## Teaching 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 I and International Fashion II
- 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, conduct, 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
- **BGK LLCs (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.