

Experience

Internal Communications & motivational project manager

Silpo (Fozzy Group, retail)  
2020-2022

Worked with the HR and Marketing teams to develop ideas, channels, content, designs, events, and approval processes. Devised and delivered communication plans and strategies utilizing a mix of digital channels. Managed the corporate social media channels, company news digest (email), and internal TV. Created and managed internal motivational projects (offline and online) for more than 40,000 employees, including budgeting.

SMM / Content creator

Freelance  
2022

Created relevant, engaging content for clients' social media channels. Made a list of tips for the self-management of social media for new businesses and recommendations for fun content for Instagram stories, reels, and TikTok.

hostess / waitress / administrator

Pivna Duma (Restaurant with brewery, Kyiv)  
2017-2020

Created unforgettable positive customer service. Greeted and seated guests, and presented menus and specials. Led hostess team and created a schedule for the team.

Education

Master of Sociology of Communications

National Pedagogical Dragomanov University

Bachelor of Sociology

National Pedagogical Dragomanov University

Courses

Web design beginning

Projector Institute

Creative Writing: The Craft of Plot

Coursera

One-year creative writing course

LITOSVITA (Kyiv)

Volunteering

Creative editor, journalist (Ukrainian digital media)

ikla.mag

Volunteer in the support service of employees during the war

Silpo (Fozzy Group, retail)

Event manager YouthDay festival

YouthDay festival in Kyiv

Volunteer ambassador of Eurovision 2017

Eurovision

Skills

COPYWRITING

FIGMA

SMM

PROJECT/CAMPAIGN MANAGEMENT

CANVA

COLLABORATION

ADAPTABILITY

SELF-MOTIVATION

CREATIVITY

TRADITIONAL & DIGITAL MARKETING

SLACK

SAP

DATA ANALYTICS

CUSTOMER SERVICE

TIKTIK

OTHER COMING VERY SOON

Languages

UKRAINIAN

RUSSIAN

ENGLISH