



## Marti Suvorov

Creative PR and Advertising Specialist with Expertise in Video Production and Photography

👤 Male (26 Dec 2001) 📞 53400432

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## Summary

I'm a Public Relations and Advertising Specialist dedicated to crafting compelling narratives and visual content that elevate brand presence.

With over 4 years of experience in video production, photography, and videography, I have a proven track record of creating engaging campaigns that captivate audiences.

My work has consistently driven client success, resulting in a 20% increase in engagement and a 15% boost in brand awareness over the past year. I excel at transforming creative concepts into impactful stories, leveraging my skills to deliver high-quality content that resonates with target markets.

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## Work experience

### Social media specialist

SERESULI OÜ / Estonia

Dec 2023 - Present

Marketing / Advertising / PR

Videography, Photography, Graphic Design.

I am creating content for social media to grow engagement and brand awareness.

All brands whom I've worked with have loved my work and trust my skills for future projects.

In more detail:

### 1. Define Objectives and Audience

- Objectives: Determine what you want to achieve with the reel (e.g., brand awareness, product promotion, event announcement).
- Target Audience: Identify who the reel is intended for (e.g., age group, interests, demographics).

### 2. Develop a Concept and Script

- Concept: Brainstorm creative ideas that align with the brand's image and message.
- Script: Write a concise and engaging script highlighting the key bullet points. Keep it short and focused.

### 3. Gather Content

- Visuals: Collect high-quality images, videos, graphics, and animations that represent the brand.
- Audio: Choose background music and sound effects that complement the visuals and enhance the message.
- Text: Prepare clear and impactful text overlays for the bullet points.

### 4. Storyboard

- Create a storyboard to map out the sequence of visuals, text, and audio. This helps visualize the flow and timing of the reel.

### 5. Production

- Filming: If original footage is required, plan and execute the filming process. Ensure good lighting, framing, and sound quality.
- Graphics and Animation: Design graphics and animations that match the brand's style. Use motion graphics to highlight key points dynamically.

### 6. Editing

- Software: Use video editing software like Davinci Resolve.
- Editing Process:
  - Import all visual and audio content.
  - Arrange the footage according to the storyboard.
  - Add text overlays for bullet points.
  - Incorporate transitions and effects to maintain visual interest.

- Sync the audio with the visuals, ensuring clarity and impact.
- Revisions: Review the reel multiple times and make necessary adjustments for a polished final product.

## 7. Brand Consistency

- Ensure the reel reflects the brand's colors, fonts, and overall style.
- Maintain a consistent tone and voice throughout the reel.

## 8. Feedback and Approval

- Share the draft with stakeholders for feedback.
- Make revisions based on the feedback to meet the brand's standards and objectives.

## 9. Distribution Plan

- Determine where and how the reel will be shared (e.g., social media platforms, website, email campaigns).
- Optimize the reel for different formats and screen sizes as needed.

## 10. Launch and Monitor

- Launch the reel according to the distribution plan.
- Monitor the reel's performance and engagement metrics (views, likes, shares, comments).

## 11. Post-Launch Review

- Analyze the reel's effectiveness based on the defined objectives.
- Gather insights for future promotional materials.

## **Sales consultant**

**Relaxationland OÜ / Estonia**

Oct 2023 - Mar 2024 (6 m)

### Manufacturing / Production

- Identify and engage prospective customers in a mall setting to promote and sell products.
- Analyze customer needs and present tailored solutions.
- Build and maintain strong client relationships.
- Conduct market research to identify new sales opportunities.
- Meet and exceed sales targets and objectives.
- Provide exceptional customer service and support.
- Prepare sales reports.
- Collaborate with marketing teams to develop revenue-boosting strategies.

- Maintain attractive and organized product displays to draw in mall shoppers.

Reaching 50% more sales than my peers and exceeding my monthly goals, every month.

## **Security patrol officer**

**AS G4S Eesti / Estonia**

Jul 2022 - Jul 2023 (1 y. and 1 m)

### Security

- Conduct regular patrols of assigned areas to ensure safety and security.
- Monitor and respond to alarms, incidents, and suspicious activities.
- Enforce property rules and regulations.
- Maintain accurate logs and incident reports.
- Provide assistance and direction to visitors and staff.
- Coordinate with law enforcement and emergency services when necessary.
- Inspect premises for potential security risks and report findings.
- Operate security equipment, including surveillance cameras and communication devices.

Conduct regular and coordinated fitness programs to ensure safety in the work environment and maintain a healthy lifestyle.

Being awarded monthly bonuses and awards for following a strict program and finishing required courses.

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## **Education**

### **Tallinn University (Estonia, Higher education)**

public relations and communication organisation / advertising and media production / Bachelor

2023 - ...

2nd year of study

### **Tallinn School Of Service (Estonia, Secondary education)**

2018 - 2021

Higher service qualification and sales expertise

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## Language skills

Language	Listening		Reading		Communication		Presentation		Writing	
Estonian (Language of communication)										
Estonian	C1	?	C1	?	C1	?	C1	?	C1	?
Native										
Russian	C1	?	C1	?	C1	?	C1	?	C1	?
Secondary										
English	C1	?	C1	?	B2	?	B2	?	C1	?
Cambridge English Exam Certificate										

Levels: A1/A2 - Basic user; B1/B2 - Independent user; C1/C2 - Proficient user

[Common European Framework of Reference for Languages](#)

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## Computer skills

Office software

Expert                      MS Word, MS PowerPoint, MS Excel

Graphics, design, multimedia

Expert                      Adobe Lightroom, Davinci Resolve, Canva

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## Driving skills

Licence since                      Acquired categories

2021                                  B, C

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## Desired position

**Marketing / Advertising / PR**

Social media specialist, Pr specialist, Advertising specialist, Content marketing specialist

Work type

Employee, Contract worker

Working time

Full-time, Part-time, Freelance

Locations

Estonia, Home office

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## Other

Advanced training

### **Graphic Design**

University Courses / Self-learning / Estonia

2024 (100 hours)

### **Social Media Specialist**

University Courses / Self-learning / Estonia

2024 (300 hours)

### **Video Editing**

University Courses / Self-learning / Estonia

2023 (260 hours)

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## Additional info

Filming and documenting my life.

Going to the gym 5 times a week.

Running at least 2km daily to maintain a healthy and active lifestyle.

Reading books on psychology and sales.