



Kristina Matyushina

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Certifications

- Lean Green Belt
- Agile

Technical Skills

- Google Analytics
- CSM
- SPSS

Management Skills

- Product Management
- Project Management
- People Management
- Organizational Skills

Soft Skills

- Analytical Skills
- Problem-Solving Skills
- Strategic Thinking
- Creativity
- Persistence
- Adaptability
- Openness
- Teamwork
- Empathy
- Oral Communication
- Written Communication

About Me

Fueled by a genuine curiosity and a keen interest from cultural to technological frontiers. I've gained experience over two years in the Netherlands, specializing in Project/Product Management and Marketing. My professional values are grounded in the principle of lifelong learning, continually stepping beyond the familiar to embrace new challenges and perspectives.

Working Experience

- 2023
2024

Project Lead
University of Twente - The BMS Lab

Enschede, Netherlands

 - Managed technology and transformation projects, as well as personnel.
 - Headed Immersive Tech projects from requirements to the development, addressing students' issues through effective problem-solving.
 - Led the website-based project, enhancing UX/UI through data analysis, leading to the internal organization's interest in purchase.
 - Applied Lean and Agile methodologies to enhance development process.
 - Led the student assistants' team of 10 people by establishing goals, assigning tasks, monitoring progress, and addressing personal queries.
- 2022
2023

Marketing & Communications Officer
University of Twente - Marketing & Communication Department

Enschede, Netherlands

 - Executed SEO, email marketing, web analytics, and formulated marketing strategies.
 - Attracted over 250 international students to the CuriousU summer school by adjusting online marketing approaches and strategic partner agreements to align with the post-COVID landscape.
 - Developed a marketing strategy to attract potential students to study at the university using a combination of digital technologies.
- 2021
2022

Marketing Intern
University of Twente - Marketing & Communication Department

Enschede, Netherlands

 - Researched the digital technologies with the most significant impact on user engagement and immersive experiences.
 - Developed a pilot **360-degree virtual tour** and **interactive map tour** for the University of Twente.
- 2021
2022

Student Strategy Assistant
University of Twente - Strategy & Policy Department

Enschede, Netherlands

 - Supported the development of multiple strategies.
 - Interviews with students, staff, and members of a European consortium for the development of new policies for the university.

Education

- 2021
2022

Master of Science
University of Twente - Communication Science

Enschede, Netherlands

 - Thesis title: Effects of Video Tour, **Interactive Map**, and **360-Degree Virtual Tour** on Interest and Engagement.

Advertising and Consumer Psychology

Design and Behavioural Change

Vision, Strategy and Leadership
- 2020
2021

Pre-Master
University of Twente - Communication Science

Enschede, Netherlands

 - Project title: Factors Influencing Motivation To Stay Healthy Using IoT Wearable Devices.

Statistics

SPSS

Academic Research
- 2014
2018

Bachelor's
Rostov State University of Economics - Business Management

Rostov-on-Don, Russia

 - Thesis title: Branding as a Tool for Enterprises Competitiveness Management.


Branding

Project Management


Marketing


Kristina Matyushina

Language Skills





| | |
|--|-------------|
|  Russian | ● ● ● ● ● ● |
|  English | ● ● ● ● ● ● |
|  Portuguese | ● ● ● ● ● ● |
|  Dutch | ● ● ● ● ● ● |

Honour and Awards

 Master's Scholarship:
Waiver Scholarship to study at the University of Twente.

 Bachelor's Scholarship:
Full Scholarship to study at the Rostov State University of Economics.

Hobbies

-  Yoga and meditation.
-  Salsa and modern dancing.
-  Hosting dinners and making cakes.
-  Languages, cultures and traveling.

Other Experiences

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|------|---|-----------------------|
| 2020 | English Teacher for Russian Speakers | Enschede, Netherlands |
| 2021 | <i>SkyEng</i> <ul style="list-style-type: none">Offered English classes tailored for children and teenagers.Attended workshops on Psychology and Teaching. | |
| 2018 | Customer support | Rostov-on-Don, Russia |
| 2018 | <i>FIFA World Cup 2018 - Visa</i> <ul style="list-style-type: none">Provided payment solutions to cardholders of other payment systems in Russian, English, and Portuguese. | |
| 2018 | Creative Assistant | Rostov-on-Don, Russia |
| 2020 | <i>Time Studio</i> <ul style="list-style-type: none">Managed various events with attendance ranging from 10 to 50 people and conceptualized creative scenarios. | |
| 2016 | Culture Association Assistant | Rostov-on-Don, Russia |
| 2017 | <i>Rostov State University of Economics - Culture department</i> <ul style="list-style-type: none">Supported cultural associations and coordinated event arrangements. | |

Volunteer Experience

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|------|--|-----------------------|
| 2020 | External and Internal Affairs | Enschede, Netherlands |
| 2021 | <i>University of Twente - UniTe</i> <ul style="list-style-type: none">Social media and PR, support for study associations. | |
| 2017 | Brazilian Summer Internship as English Teacher | Salvador, Brazil |
| 2017 | <i>AIESEC</i> <ul style="list-style-type: none">Offered English classes tailored for Brazilian children and teenagers. | |
| 2016 | Chinese Summer Internship as English Teacher | Chengdu, China |
| 2016 | <i>AIESEC</i> <ul style="list-style-type: none">Offered English classes tailored for Chinese children and teenagers. | |