



CONTACT ME

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📍 Kyiv

PORTFOLIO

🌐 [Shpaniuk N. Portfolio](#)

LANGUAGES

- English - Upper-Intermediate
- Ukrainian - Native
- Polish - Good reading and translating ability

SKILLS

- External and internal communications
- Communication with the media
- Content management, development of communication strategy
- Copywriting, text editing
- Event management
- Crisis communications
- Project management

COMPUTER SKILLS

- Microsoft Office (Word, Excel, Outlook, PowerPoint)
- WordPress
- Photoshop, Canva
- Jira, Trello

EDUCATION

National Technical University of Ukraine "Kyiv Polytechnic Institute", Institute of Publishing and Printing, Master's Degree in Publishing and editing (2016)

Nataliia Shpaniuk

WORK EXPERIENCE

PR-manager, copywriter (self-employment)

March 2022 - present

Communication with the media, generating newsworthy events, writing press releases, announcements, comments, articles and news digests. Anti-crisis PR. Implementation of a communication strategy, development of a content plan, writing materials for the website and social networks.

PR-manager

June 2021 - December 2021

Fresenius Medical Care Ukraine I Kyiv

Development and implementation of communication strategy and PR-campaigns of the organization; cooperation and coordination of work with the communication agency; writing content for social networks and the company's website; development of information materials and preparation of presentations. Cooperation with the mass media, writing columns, press releases, articles; communication with patients, patient feedback management. Coordination, organization of events. Anti-crisis management.

PR-manager

August 2020 - April 2021

TV channel "Ukraine", "Ukraine24" I Kyiv

Development and implementation of development strategies, launch of news projects (Segodnya, Ukraine 24); search and generation of information occasions; promotion of leading Segodnya, Ukraine 24 news anchor and top managers of the company. Communication with mass media, writing, publishing and promoting press releases, articles, interviews, reports, information notes. Joint work with SMM-manager: creation and coordination of the content plan, content creation and graphics for social networks of TV channel. Creation of information strategy, promotion of the launch of new projects.

Cabin Crew

May 2019 - July 2020

Ukraine International Airlines I Kyiv

Provide information, guidance and assistance for safety and comfort to passengers on board aircraft, conduct safety check before flight, prepare and serve drinks and food to passengers. Comply with all aviation rules and regulations for safety and protection, assist passengers and cabin crew during emergency situations; render first aid; fill in the documentation for flight.

PR-manager

February 2019 - May 2019

TV channel "Ukraine", "Ukraine24" I Kyiv

Development and implementation of development strategies, launch of news projects (Segodnya, Ukraine 24); search and generation of information occasions; promotion of leading Segodnya, Ukraine 24 news anchor and top managers of the company. Communication with mass media, writing, publishing and promoting press releases, articles, interviews, reports, information notes. Joint work with SMM-manager: creation and coordination of the content plan, content creation and graphics for social networks of TV channel. Creation of information strategy, promotion of the launch of new projects.

WORK EXPERIENCE

Site editor, SMM, YouTube-manager

October 2017 - February 2019

1+1 media | Kyiv

Creating a content plan and writing materials for the website (announcements, comments, articles, notes, interviews). Maintaining project YouTube pages, working with comments, implementing a plan to grow subscribers and video views. Negotiating and adapting content for domestic and foreign customers (Domashne TV, Megogo, Pantaflix, Kyivstar TV). Traffic analysis using analytics systems, SEO-optimization of videos, content filling of the 1+1 video page on Facebook.

Freelance journalist

March 2011 - December 2012

Manevychi District Public and Political Newspaper

"Nova Doba" | Manevychi

Writing journalistic materials on socio-political topics (notes, articles, interviews).

COURSES

- Employer Branding (internship at LeverX Group, December 2021 - January 2022)