



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, independent communications consultant

March 2022 - present

- Communication with the media: generating newsworthy events, appearances on TV, writing press releases, announcements, comments, articles, expert columns and news digests.
- Anti-crisis PR.
- Development and implementation of communication strategies.
- Preparation and control of budgets.
- Creating content plans and writing materials for the website and social networks.
- Organization and information support of events.
- Analytics of media activities and reputation monitoring.
- Ordering merchandise.
- Hiring and coordinating the work of freelance PR specialists on Upwork.
- Establishing communication with specialized associations (ACC, EBA, RAU).
- Coordinating the work of a designer, SMM manager, and contractors.
- Searching for bloggers for collaborations.

Niches: IT, consulting, law, telecommunications.

PR-manager

June 2021 - December 2021

Fresenius Medical Care Ukraine I Kyiv

- Developing and implementing a communication strategy.
- Preparation and control of budgets.
- Communication with the media: generating news stories, writing press releases, announcements, comments, articles, interviews, and corporate digests.
- Initiating collaborations with bloggers and medical experts.
- Anti-crisis PR.
- Patient feedback management.
- Working with the CEO's personal brand.
- Developing content plans and writing materials for the website and social media.
- Analyzing media activities and monitoring reputation.
- Communication with the EBA.
- Organization of photo and video shooting.
- Development and ordering of corporate souvenirs, stands, booklets, etc.
- Managing the work of a designer, SMM manager and contractors.

PR-manager

August 2020 - April 2021
February 2019 - May 2019

TV channel "Ukraine", "Ukraine24" I Kyiv

- Development and implementation of a strategy to promote projects and news anchors of Segodnya and Ukraina 24.
- Communication with the media: generating newsworthy events, increasing the presence of mentions of the anchors and top managers in the media, writing press releases, comments, articles, and interviews.
- Coordinating the work of a SMM manager and designer, creating content for social networks.
- Analyzing media activities and monitoring reputation.
- Generating ideas and scenarios for promotional videos.
- Support of PR campaigns and special projects.

WORK EXPERIENCE

Site editor, SMM, YouTube-manager

October 2016 - February 2019

1+1 media / Kyiv

- Developing a content plan for the 1plus1.ua website.
- Writing materials for the site: announcements, comments, articles, notes, interviews.
- Creating content for the 1+1 video Facebook page.
- Adaptation of content for domestic and foreign customers: Home TV, Megogo, Pantaflix, Kyivstar TV.
- Managing YouTube pages of entertainment projects (The Voice, Breakfast with 1+1, Channel 2+2, Dancing with the Stars): creating announcements, subtitles, analytics, optimization, working with comments; developing a plan for growing subscribers and video views.
- Coordination of the designer's work.

Freelance journalist

March 2011 - December 2013

Manevychi District Public and Political Newspaper "Nova Doba" / Manevychi

- Attending events, writing journalistic materials on socio-political topics: notes, articles, interviews.
- Monitoring the information field and suggesting topics for publications.

COURSES

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