

Pavlo Cherniavsky

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Skills

- Public Relations | Social Media Communications | Internal & External Communications | Facebook Advertising | Influence Marketing | English | Korean.

Experience

Influencer marketing manager

Self-employed

Dubai, UAE 05/2022 - Present

- Working with influencers across various social media platforms (finding suitable bloggers, initiating negotiations, analysis, monitoring compliance with terms, releasing advertisements, compiling reports).
- Maintaining and developing existing communications with influencers and their managers.
- Negotiating with bloggers on the terms of cooperation (Instagram, TikTok, Youtube) and fully introducing them prior to the advertisement publication.
- Forecasting placement effectiveness, advertising analysis, and report preparation. **Actual results include real estate sales totaling over \$10 million, a total of 2.4 million views on YouTube featuring the broker, and an increase in Instagram followers by 30,000.**
- Monitoring compliance by bloggers with agreed terms of cooperation.
- Control of payments, working with budget allocation, conclusion of contracts for long-term cooperation. **Generating and implementing own initiatives, collaborations. Searching for new opportunities for the company.**

PR-manager

Help UA Bot

Ukraine 02/2022 - Present

- Actively collaborated with influencers and community agencies, which resulted in organizing the work of 300 volunteers across Ukraine and fulfilling over 6,000 registered requests for assistance in the early days of the war.
- Created social media accounts and organized a process of daily reporting on assistance provided.

Front-End Developer

KMasters

Ternopil, Ukraine 12/2018 - 02/2022

- Developing sites, online stores.
- Working with Bitrix, WordPress, Opencart.
- Integration of design into Bitrix, support ready-made projects, layout development.
- Filling websites with content (Bitrix and WordPress), working with graphics packages.

NDA

deputy's assistant

Ternopil, Ukraine 07/2019 - 02/2022

- Participation in the work of committees and other working groups, cooperation with other deputy assistants, third-party organizations, and experts related to the deputy's work.
- Developing and executing communication strategies with the public, including media, social networks, and other media resources.**
- Coordination of meetings, including responding to requests from constituents.
- Preparing written and oral appeals, statements, reports, speeches, and other documents that reflect the deputy's position.
- Conducted research and collected information about legislative initiatives, as well as about the deputy's competitors and their positions on issues related to the sphere of the deputy's activity.
- Promoted public-private partnership.
- Organization of humanitarian aid.

Education

Master Degree

Ternopil Ivan Puluj National Technical University

Ternopil, Ukraine 09/2017 - 12/2018

- Major in Computer sciences