**About me**

I am an experienced **PR specialist** with a good history of work in the agribusiness and investment&consulting business, with a bit of experience in the law area.

My strengths: qualified in the field of corporate communications, event planning and organization, good interaction with media, writing press releases, articles, news, interviews. In addition, I am very confident specialist in strategic planning, social media management, negotiations, public speaking, copywriting & rewriting, translation, proofreading and communication. In addition, there is a lot of experience in stationary branding and corporate style developing.

Except all mentioned above I have recently finished SEO courses - therefore SEO is another thing I can help your company / business in development.

About my personal qualities: I have all the necessary qualities for successful work and excellent cooperation within the team. The main advantages are stress resistance, open-minded, team player, ability to admit own mistake, a willingness to act decisively in critical situations. Excellent speaking skills, no fear of public speaking.

I might be helpful in:

* Organization and support of B2B, B2C events and corporate events, which improve internal communications
* Initiation and support of charity events, press conferences, round tables, meetings and negotiations with target audience
* Work on projects aimed at improving and maintaining the company's image in the regions
* Conducting regular monitoring of competitors' activity in social networks and mass media
* Tracking and monitoring the quality of held events and their results
* Development of stationary and other accompanying products branding
* Writing texts: articles, interviews, reviews, news, press releases
* Cooperation with mass media.

**Employment**

**PR-manager**

Jul 2018 – Sep 2018

**IPStyle**

Under 20 workers. Law

* Work on corporate style of the company: development and coordination of corporate products' design, filling of the company's website
* Working with content: administration of social networks, company's website
* Organization and support of company's events: specialized conferences, workshops and other
* Contact with the media: organization and provision of materials for the press
* Providing business correspondence with customers / partners

**Deputy Chief land manager of the Western region of AgroGeneration in social work and PR**

Dec 2016 – June 2018

**AgroGeneration** ([http://www.agrogeneration.com](http://www.agrogeneration.com/))

Over 1000 workers (Agribusiness)

* Successful preparation of quality presentations for projects and reports
* Budgeting of projects, and budget reporting information
* Support of enterprises in the media and social networks
* Initiation and support of projects aimed at improving the image of enterprises and building up a land bank
* Organization of events: mass meetings with TA, negotiations with competitors, negotiations with local authorities
* Development and creation of souvenirs, work with contractors, strong control of deadlines.

**Achievements**:

• developed and implemented charity events, won «competitions» for the TA

• through the period of work in this position held more than 20 successful meetings with the TA, held more than 15 successful negotiations with competitors, developed souvenir products for various holidays

**Main achievement:**

• Through the period of work in this position, the land bank of the western region of the company was increased by 3000 ha, the image of the company in the western region became stronger and took a leading position in a competitive environment

**PR-specialist**

Apr 2015 – Dec 2016 (1 year 9 months)

**AgroGeneration** ([http://www.agrogeneration.com](http://www.agrogeneration.com/))

Over 1000 workers (Agribusiness)

* Organization of round tables, press conferences
* Accompanying TOP managers at events
* Initiation and implementation of social projects to assist enterprises in the field in social activities
* Information support of the company's activity in social networks and mass media
* Successful preparation of quality presentations for projects and reports

**Main achievements**:

• conducted more than 7 successful round tables / press conferences;

• developed a project on cooperation with specialized Higher Education Institutions

**PR-manager**

Jul 2015 – Apr 2016

**Bleyzer Foundation**

Over 100 workers. Investment & Consulting

* Event management: organize and support B2B events (press conferences, round tables)
* Copywriting: writing press-releases, articles, interviews, reviews, news
* Social networks and corporate website management

**Education**

**National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”** (Kyiv)

Graduated at 2015

Faculty: printing-publishing institute;

Department: publishing and editing

Degree: Master of Mass Communication

**National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”** (Kyiv)

Graduated at 2013

Faculty: printing-publishing institute;

Department: publishing and editing

Degree: Bachelor

**Certificates**

**SEO from «OktenWeb University»** (Lviv)

2018

Skills on websites’ optimization for search engines to help any business in development and grouth

**4Smart business academy «Effective HR»** (Lviv)

2018

Skills on main HR processes, team motivation, corporate events organisation, recruitement and management of employees adaptation, etc.

**Sterling Business School: Lean Six Sigma** (Lviv)

2017

Skills on business processes improvement, improvement of corporate communication processes, TOP-management assistance in development and implementation of new projects.

**CAE (London School of English)** (Kyiv)

2015

Certificate of Advanced English

**Web-design** (Kyiv)

2012

Certificate on web-design course from the School of Graphic Communication Management (Canada, Ryerson University)

**FCE (London School of English)** (Kyiv)

2009

First Certificate of English

**Contacts**

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**Social media:** [Linked In](https://www.linkedin.com/in/yaroslava-bykova-858783112/) , [Facebook](https://www.facebook.com/yasya.bykova)

**Website: ibykova.com**