

Veronika Balakhovsky

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International Producer, National Hockey League NHL International.com

2015 to Present

As the international editor at NHL.com I work with a team of on-site English and French language writers and journalists, off-site international authors, videographers and real-time game correspondents. The main objective of my work is delivering informative, up-to-date, dynamic and engaging content for our international sites (Russian, Finnish, Swedish, German, Czech and Slovak), expanding our audiences and enriching the digital experience of sports fans.

My duties include: market research, development of the editorial budget, promotion of social platforms, concept development and implementation of international digital strategy and logistical coordination with international participants.

In my work I combine using the analytical metrics of Adobe Marketing Cloud, Spredfast platform and internal marketing analytical data, the feed-back and comments of our readers and my own daily research in order to anticipate and respond to any trend in the world of digital media.

2013-2015

International Communications Manager, 3d Bio-printing Solutions

During my work for 3d Bio I was responsible for a wide range of research, translation, public relations and communications assignments, but my chief objective was to help shape this innovative bio-technology venture into a project that would combine its avant-garde scientific initiate with economic viability, which would put it on track to scientific and financial success.

2006-2013

Luxury Travel and Relocation Consultant

During this period I worked as a travel and relocation coordinator with high-profile individual clients from Russia, Ukraine, Kazakhstan and other countries. I guided my clients in all aspects of travel and relocation to the United States. In particular, they relied on my expertise in development of finely detailed travel programmes, selection of destinations, accommodation, dining and entertainment.

Education

BFA Studio Arts, 2006, BA Political Science, 1999 Columbia University - New York, NY

BA in Education/ Art History, 1989 Moscow State Linguistic University – Moscow, Russia

Skills: International Travel Reservation, Translation, International Market Analytics, Business Localization, International Logistics, CMS, Photoshop, Digital Video, Adobe Marketing Cloud, Spredfast

Languages: Russian (native proficiency) and French languages