

# Alina Nuzhnenko

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*I have over 15 years of experience in PR and marketing communications. Though I've been working all that time in Ukraine, I have experience of international communications and working in a multinational team. I have experience of working in big and small teams as well as working remote. Due to the war in Ukraine, I had to move to Poland and hope to receive a chance for professional development here. Considering any opportunity where my skills would be beneficial.*

*[Please see my portfolio.](#)*

## Skills

- Copywriting
- Social Media Management
- Event management
- Media relations
- Photo & Video shooting
- Photo & Video editing

## Languages

- Ukrainian [native]
- English [fluent]
- Russian [fluent]
- Polish [intermediary]

## PC skills

- MS Word
- MS Excel
- MS Power Point
- Adobe Photoshop
- Adobe Lightroom
- Adobe Premiere Pro
- Adobe Illustrator

## Education

- Kyiv National Economic University [Master's Degree]
- Digital marketing courses

## Soft skills:

- Stress resistant
- Highly self-motivated
- Fast learning
- Team player

## Other:

- Member of Polskie Stowarzyszenie Public Relations

## Work Experience

**Head of PR at IT Ukraine Association** (the largest community of IT companies in Ukraine)

*February-April 2022*

IT Ukraine is. At this role I was mainly involved in anti-crisis communications. I was organizing interviews with international media to demonstrate high resistance of Ukrainian IT companies at the face of war.

*Achievements: publications at The Guardian, ComputerWeekly, Euractive, CIO, Emerging Europe and DigitalEurope.*

**Communications Manager at CFA Society Ukraine** (part of global CFA Institute)

*October 2016-December 2021*

At this role I was responsible for developing events and initiatives, that contributed to continuing education of Ukrainian investment professionals.

*Achievements: in 2021 and 2019 CFA Society Ukraine was recognized by CFA Institute as "The Most outstanding Society under 150 members".*

**Communications Manager at First Ukrainian International Bank** which is among the top-10 largest commercial banks in Ukraine.

*March 2011-September 2016*

At this role I was responsible for external and internal communications of the bank, prepared the top managers for public speeches and presentations, organized events for journalists and developed annual reports.

*Achievement: award "Best employee of 4Q 2013" for effective PR support of FUIB and Renaissance Credit merger deal.*

**Account Manager at Be It Agency**, which is an Affiliate of Weber Shandwick in Ukraine.

*March 2008-February 2011*

At this role I was responsible for PR projects of Microsoft and its numerous partners and integrators. Also among my clients were financial organizations and government authorities.