



## Kateryna Brovkova

Head of communications department \ PR & Communications

Visual Content \ Fashion & Commercial Illustration

**+380979821563 (Telegram, Viber, Whatsapp) , +4917671778767 (Calls)**  
k.brovkoff@gmail.com



## Employment History

### Head of Communication Department and Brand strategy at Building company "Atmosphere" and Design Art Space "ZMIST art & design", Odesa

November 2021 — March 2022

Project Management

Media Communication

Strategic development of the company holding

Work with brand promotion and formation of the image of companies

Intra- and inter- industry collaborations

Development and implementation of activities

Official communication with partners, clients and mass media

Preparing press releases and social media content

### Senior travel manager at SIGO MARINE TOUR LTD, Odesa

October 2014 — March 2020

Formation of a travel product,

Development of unique routes for VIP clients

Financial records,

Communications with Ukrainian and foreign partners,

Communications with Ukrainian and foreign clients,

Staff recruitment

Staff development

### Travel manager at ARABIAN ODESSEY LTD , Odesa

October 2012 — July 2014

Formation of a travel product,

Financial records,

Communications with Ukrainian and foreign partners,

Communications with Ukrainian and foreign clients

### Travel manager at PILOT LLC

November 2008 — February 2012

Formation of a travel product,

Financial records,

Communications with Ukrainian and foreign partners,

## Details

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**13.03.1987**

## Links

[Upwork](#)

[Shutterstock](#)

[Instagram](#)

[Behance](#)

## Skills

### Communication Skills

Being a Fast Learner

Ability to Multitask

Generation of creative ideas and inspiration to their implementation

### Language skills :

Russian \ Ukrainian -

Native , English - Upper

- Intermediate, Deutsch

- Beginner (Good

reading and translating

ability), Español -

Beginner (Good reading

and translating ability)

Computer literacy - MS

Word, MS Excel

Procreate / Adobe

Capture

Graphical Design

Commercial illustration /

fashion illustration /

fashion design / arts

Own postcard and

illustration brand, art

projects have been

Communications with Ukrainian and foreign clients

created: Postcards by  
BRO / BRO Fashion  
illustration



## Education

### Master, Postgraduate Studies, Odessa National Polytechnic University, Odesa

September 2003 — July 2009

Faculty of Business Economics and Information Technology, Department of Management - Master Degree , Postgraduate Studies

### Special Business Skills:

Creating a communication strategy

Study and Communication with Target Audience

Content rubrication:  
Content Creation –  
Copywriting Content

Content creation –  
visual content

Facebook for business

Instagram for business

Tools for effective work  
of the SMM

Targeted advertising -  
Setting up an  
advertising account

Targeted Advertising -  
Audience Selection

Creating landing pages  
on Tilda

Telegram channel \  
creating bots

Personal brand on  
social media as a sales  
tool

LOVEMARK brand  
building strategy

Working out the  
negative customer  
reviews

Create Instagram masks

Interaction with  
bloggers,  
representatives of  
various business areas

Driving License



## Courses

### Social Media Marketing & Communication - Hillel IT School

May 2021 — September 2021

### NOM2 – Branding Strategy for LOVEMARK brand building

November 2021- ongoing

Natalia Bogachova & Odessa Fine Arts Museum - Fine Art Lectures “ ART AND FASHION”, Online Fine Art Lectures “Women & Art”, “British & American Art”

July 2021 — August 2021 - ongoing

### Flat Art, Procreate School (online classes)

August 2020 — August 2020

### Fashion sketching & design, Marc Jacobs Classes

September 2019 — September 2019

### Painting and Illustration internship, Wlad Safronov & Ira Tsantekidou (Augsburg)

March 2019 — May 2019

### Commercial Illustration , Marker sketching, KALACHEVA SCHOOL (online classes)

October 2019 — December 2019

### Graphical Design - STEP IT Academy (Odesa)

September 2017 — March 2018

### Sketching , Digital Art, Lettering, Fashion Illustration, FANTASY ROOM ART SCHOOL (Odesa)

October 2017 — August 2019