

# IRYNA KUZNETSOVA

## SKILLS

Expert in marketing, communication and creative strategy.

## OBJECTIVE

Seeking job opportunities in marketing strategy, PR, digital



## EXPERIENCE

### **Creative Director/Owner | J&I Advertising, PR and Digital agency, Ukraine | Since 2002**

Leading strategic planning and creative implementation of major international and local companies. Scope of services include advertising, PR, influencer marketing and SMM.

Key accounts: Danone, Coca Cola, Ferrero Rocher, Jacobs, Nestle and others.

### **Creative Director | Scholz & Friends Ukraine | 1999-2002**

Providing full creative support of Reemtsma (JTI) and Tchibo brands.

### **Senior copywriter | McCann Erickson Ukraine | 1997-1999**

Creative development for such accounts as Nestle and Coca Cola.

## EDUCATION

**MA in journalism with honours | 1996 | Shevchenko National University, Ukraine**



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[https://www.instagram.com/ji\\_advertising/](https://www.instagram.com/ji_advertising/)

<https://www.facebook.com/JI.advertising>

## LANGUAGES:

English (fluent), German (beginner), Russian (native), Ukrainian (native)

## LEADERSHIP

Managing team of 40 employees. Capable of organizing, managing, motivating and developing creative people. Excellence in building long-term relationships with clients. Highly valued by clients for delivering successful results.

