

# ANTON TROFIMCHUK

## WARTIME MARKETER AND PROJECT MANAGER IN CREATIVE INDUSTRIES

### CAREER SUMMARY

#### Intern, Account Management

##### M&C SAATCHI WORLD SERVICES ([link](#))

Division within M&C Saatchi, working with governments and NGOs to deliver communication campaigns globally.

#### Key Responsibilities:

- Supported the team in meetings, taking notes, writing reports, conducting research, proof reading, developing presentations, reviewing social media content;
- Was involved in tasks from different departments including Accounts, Research, Strategy and Production.

London, July - August 2023

#### Marketing Specialist

##### ZLATA PLAZA SHOPPING MALL ([link](#))

One of the largest shopping malls in western Ukraine. More than 50,000 people/daily  
February - September 2022

#### Key Responsibilities:

- Coordinated and managed marketing department during wartime in Ukraine: paid media, targeted advertising on platforms like Fb Ads, Google Ads, influencers and PR;
- Managed communication channels: Facebook, Instagram, TikTok, website, SMS, and email marketing.
- Designed creative communication campaigns, developed social corporate responsibility strategies.

#### Key Achievements/Results:

- Reached 12 million unique users in social networks (Facebook, Instagram) organically during the period of work;
- Growth of subscribers in social networks by 30%;
- Awarded as the most effective communications during the war in Ukraine;

#### Project&SMM Manager/Photographer

##### ART JAZZ COOPERATION ([link](#))

One of the most famous international jazz festivals in Ukraine, started in 2007  
June 2020 - February 2022

#### Key Responsibilities:

- Managed the promotion of art residencies YES ACADEMY 2020/ART JAZZ SCHOOL 2021, which gathered 40 participants to study with professional artists;
- Collaborated with renowned trainers, such as the star of Cirque du Soleil and US choreographer of Justin Timberlake in 2020 and world-famous jazz musicians and stars of the ethno in 2021;
- Organized two large-scale concerts and a jazz festival, both held online and offline;

#### Key Achievements/Results:

- Achieved an organic online reach of 120,000;
- Garnered 100+ mentions from celebrities and opinion leaders, boosting brand credibility;
- Secured 50+ publications on news portals;
- Achieved a high level of participant satisfaction (98%)

#### Co-founder, Marketing Manager and Designer

##### YOKU STARTUP ([link](#))

YoKu supports Ukrainian culture by providing an easy way to donate to creators and foundations, such as festivals, theatres, art galleries, and artists.

April 2020- current

#### Key Responsibilities:

- Led the development of a startup from the ideation to successful launch;
- Directed the creation of the logo, visual style, and collaboration with a design agency to develop the brand book and website UX/UI design;
- Managed social media channels and monitored paid digital campaigns;
- Created press releases, pitch presentation materials, and online events.;

#### Key Achievements/Results:

- Won the hackathon and secured a grant, resulting in a total investment of \$50,000 for the startup;
- Reached a social media audience of over 250,000 people;
- Involved more than 60 creators in the platform;
- Provided over 500 contributions for creators during the project testing period;

### PERSONAL DATA

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[LinkedIn Profile](#)

### [CLICK HERE FOR MY PROJECT PORTFOLIO](#)

### EDUCATION

#### Master in Arts Management and Administration

SDA BOCCONI, Milan, Italy 2023

#### Bachelor in Entrepreneurship, Trade and Stock Exchanges

NATIONAL UNIVERSITY OF WATER AND ENVIRONMENTAL ENGINEERING, Rivne, Ukraine, 2017-2021

### LANGUAGES

English: Fluent

Polish: Good

German: Good

Ukrainian: Native

### CORE SKILLS

- Digital Marketing
- Project Management
- Event Management
- Adobe Creative Suite
- Social Media Marketing
- Analytical Skills
- Budgeting
- Fundraising
- Content Management
- Customer Relationship Management
- Grant Writing

### ADDITIONAL INFORMATION

- Professional photographer, published in Vogue Italia, Iconic, and Aperture Magazine. Portrait, reportage, the landscape genre ([portfolio link](#));
- Participant in five ERASMUS+ exchange programs;
- Prize winner at the All-Ukrainian Economic Tournament;
- Volunteering at AIDS2018, TEDxKyiv, OleromForum;
- Participant of the 13th Economic Forum of Young Leaders in Poland;
- Teacher of latin dances (salsa, bachata)

## Communication Manager and Photographer

### ENERGY ART VARASH FESTIVAL 2020/2021 ([link](#))

The first festival featured an online celebration and an open-air gallery. The second festival was filled with a two-day artistic program attended by 15,000 residents and guests of the city.

June-October 2020/2021

#### Key Responsibilities:

- Managed PR and social media marketing, creating creative copy and photography;
- Utilized Adobe software to create branding strategies and managed event logistics for the festival;
- Worked closely with musical artists and street art teams;
- Developed and maintained relationships with the press and other media outlets to support PR efforts;

#### Key Achievements/Results:

- Reached a number of 150,000 unique users through communication channels during both events;
- Attracted 15,000 city residents and guests to the festival;
- Additionally, a total of 8 art locations were created, providing visitors with a range of immersive and visually captivating experiences;

## Communication Manager, Designer and Photographer

### CITY MAKES NOISE DIFFERENTLY ([link](#))

The project aimed at promoting a responsible attitude towards green spaces among residents of Rivne by creating events such as a city tourist route, 10 video stories, a children's book, eco-picnic, theatrical tour, and urban city space which brought together environmental initiatives and highlighted the importance of preserving and caring for green spaces.

January - July 2021

#### Key Responsibilities:

- Managed PR and social media marketing;
- Contributed to the design and photography aspects of the project;
- Utilized Adobe and grant-writing skills to support the project's success;
- Developed urbanism concepts and city public space.

#### Key Achievements/Results:

- Exceeded 200,000 total coverage across all communication channels;
- Generated over 40 articles in various media outlets;

## PR&SMM manager/Photographer/Designer/Researcher

### CULINARY HERITAGE OF RIVNE REGION: MATSYK ([link](#))

The project aims to preserve and promote traditional culinary heritage in the Rivne and Lublin regions through research expeditions, creating culinary catalogues, and promoting authentic regional dishes through a video and a festival.

May 2020 - July 2021

#### Key Responsibilities:

- Conducted research on the culinary heritage of the Rivne region, with a focus on marketing;
- Designed and developed a catalogue of food ancient recipes;
- Managed public relations and social media marketing for all project activities;
- Coordinated event management for the festival and related events;

#### Key Achievements/Results:

- Reached target audience of 1,5 million people (residents and guests of Rivne and Lublin);
- 120+ articles mentioned the project (local and all-Ukrainian mass media, thematic publications and information portals)
- Printed over 700 catalogues in a 3-language edition and distributed them throughout Ukraine, Poland, and European countries;
- Increased the number of visitors to historical and cultural heritage sites by 10,000 people;
- Attracted 4,000 people to the local festival;