

ANTON TROFIMCHUK

MARKETER AND PROJECT MANAGER IN CREATIVE INDUSTRIES

CAREER SUMMARY

Communications/PR Manager

[Artists at Risk \(AR\)](#) ([link](#))

An international organization at the intersection of human rights and art
September 2023 - Present

Key Responsibilities:

- Managed marketing and communications for global channels (Afghanistan, Africa, dissident artists) and Ukrainian channels across various platforms, including social media (Instagram, Facebook, X, Telegram, Mastodon, BlueSky, Threads), paid media, targeted advertising, influencers, and PR.
- Led the design of creative communication campaigns and contributed to the development of a global strategy.
- Managed and promoted the pavilion at the Venice Biennale 2024.
- Created presentation materials and collaborated with the matchmaking department and leadership.
- Initiated the internal art-residency network in Ukraine with support from UNESCO and the Andy Warhol Foundation for Visual Arts. Successfully relocated over 100 artists from war zones to residencies in Ukraine and abroad.

Intern, Account Management

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

Division within M&C Saatchi, working with governments and NGOs to deliver communication campaigns globally.
July - August 2023

Key Responsibilities:

- Supported the team in meetings, taking notes, writing reports, conducting research, proofreading, developing presentations, and reviewing social media content.
- Involved in tasks from different departments, including Research, Strategy, and Production.

Marketing Manager

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

One of the largest shopping malls in western Ukraine, with 50,000 daily visits.
February - September 2022

Key Responsibilities:

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

Key Achievements/Results:

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

Project/Social Media Manager

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

one of the biggest 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 220,000.
- 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%).

PERSONAL DATA

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[LinkedIn Profile](#)

[Project Portfolio](#)

EDUCATION

Master in Arts Management and Administration, Cum laude

[SDA BOCCONI](#), Milan, Italy 2023-2024

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

Russian: Fluent

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)

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, theaters, art galleries, and artists.

[April 2020- Present](#)

Key Responsibilities:

- Led the development of a startup from 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 on the platform.
- Provided over 500 contributions for creators during the project testing period.

Communications 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.

[June-October 2020/2021](#)

Key Responsibilities:

- Managed PR and social media marketing, creating creative copy and photography.
- Utilized Adobe software to develop 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 total of 150,000 unique users through communication channels during both events.
- Attracted 15,000 city residents and guests to the festival.
- Established 8 art locations, providing visitors with a range of immersive and visually captivating experiences.

Communications 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;

Social Media 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 ancient food 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 a target audience of 1.5 million people (residents and guests of Rivne and Lublin).
- Received mentions in over 120 articles across 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.