

# Anna Pykhtina

Communications Consultant

## 👤 Profile

Experienced professional with 8 years in communications, project management, and community building, collaborating with USAID projects and Ukrainian organizations. Skilled in leading training sessions on topics including communication strategy, branding, stakeholder engagement, and social media management for public organizations.

Conducted trainings on communication strategy for public organizations (UNDP, Kyiv dialogue, Plast) for 100+ participants.

## 📁 Employment History

### Communications Mentor at Action Office , 1 year, part-time

May 2022 — Present

- Conducted 35+ mentoring sessions for on visual style, social media strategy, own brand, communication and advocacy strategy for such NGOs as Save Kvity Ukrainy, Tak!Shtab, WithUkraine, Divoche media, and others.
- Crafted the visual style and communication and social media strategy to harmonize with the overarching communication goals.
- Spearheaded communication campaigns and supervised the implementation of the strategy and media relations. As the result the number of the applications for the projects raised +200%.

### Communications Specialist at IREX (USAID UNITY) , 2,5 years, full-time

April 2021 — September 2023

- Developed and execute comprehensive communication strategies and oversaw the campaigns in collaboration with Zinc Network agency (total reach almost 1 mln unique views).
- Produced engaging content, including articles, success stories, press releases, social media updates, newsletters, and multimedia materials (videos, graphics, etc.) to showcase results.
- Fostered media relationships for broader content outreach, organized press-tours highlighting events on media platforms such as Suspilne, the Village, and regional ones.
- Conducted capacity-building sessions for partner communication teams and supervised the implementation of effective communication strategies for external events and program's grantees such as IRI, MCI, Ukrainian Leadership Academy, Spivdiia, etc.
- Oversaw content creation with the graphic designers and other contractors to ensure high-quality communication materials.
- Collaborated with internal and external stakeholders, including other donor organizations, Ministry of Youth and Sports, Ministry of Education of Ukraine.

## Details

Kyiv/Warsaw

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## Skills

Leadership Skills

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Communication Skills

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Copywriting

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Fluent in English.

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## **Social Media and Events Specialist at Tetra Tech (USAID Energy Security Project), 2 years, full-time**

January 2019 — April 2021

- Established & managed project's social media and recognizable visual style, oversaw content creation and promotion. The engagement level rose +300% in a year.
- Created diverse content, reviewed grantee activities, organized events, led website development, managed the multimedia team.
- Coordinated communication activities for grantees, reviewed deliverables, budgets, and grant proposals.
- Organized events for representatives of Ministry of Energy of Ukraine, Ukrenergo, DTEK, etc. including training sessions, workshops, round tables, and regional events, oversaw budgets and event-teams work.

## **Communications and Event Manager at Garage Gang, 2,5 years, full-time**

2017 — December 2019

- Successfully managed NGO's rebranding using digital channels, merged two Facebook pages (with an increasing number of followers from 20K to 44K).
- Generated, edited, published, and shared engaging content for digital media weekly (e.g. original text, photos, videos, and news).
- Managed the Facebook targeting and Facebook Ads campaign.

## **Project Manager at Slupsky Event Management, 2 years, full-time**

December 2014 — July 2016

- Designed and executed event concepts and budgets aligned with market dynamics, product road maps, and audience insights for clients like Renault, Dell, Liga.Business etc.
- Conducted post-event analysis, budget summaries, gathered internal and client feedback, and integrated lessons into future event strategies.
- Directed the Events Assistant and oversaw event staff (event coordinators, caterers, etc.) during event execution.

## **Project & Communications Lead at AEGEE-Kyiv, 3,5 years, part-time volunteering**

October 2013 — September 2016

- Built a strong team of Kyiv branch that under supervision managed to increase the number of members by 60% in one year.
- Supervised the work of 120 volunteers to organize the biggest Forum's annual event in Autumn 2015 where 600 young Europeans participated.
- Organized more than 70 local and 20 European schools, training, summer universities and other events for European youth.

## **🎓 Education**

**MA in Non-Profit Management, Ukrainian Catholic University, Lviv**

**BA in PR and Advertising, NTUU KPI, Kyiv**

## Courses

**Strategic Communications , Open Society Foundation**

September 2021 — December 2023

**Copywriting , Bazilik School**

June 2018 — July 2018

**Storytelling in digital world**

August 2022 — October 2022