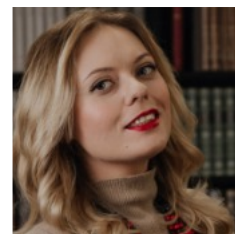


# KSENIIA DITCHUK

Strategic communications | Consultant, trainer, mentor



## BASIC INFORMATION

Ukraine, Kyiv

k.ditchuk@gmail.com, +380 (63) 314 3283

Website: [linkedin.com/in/kditchuk](https://www.linkedin.com/in/kditchuk)

## SUMMARY

- Over 18 years of experience in marketing communications and PR.
- Kseniia's clients provide expert advice, manage teams and businesses, and launch their own media. Businesses and non-governmental organizations scale their impact, go public, and build communities.
- Had worked with brands in the fields of medicine, construction, repair, tourism, energy saving, law, communities' development and IT.
- Key area of expertise covers communication planning, communication risk management, communication requirement management, information product design, launching media channels and optimizing communication resources, building communication teams, public communications for leaders.
- Had trained leaders and teams from 11 cities of Ukraine. The youngest audience is 13 years old, the oldest is 70+.
- Had prepared turnkey information products for audiences in three countries.

## SKILLS AND CERTIFICATIONS

- **Media and Marketing:** PR; branding; marketing communications; SMM; targeting; copywriting; design; Google Analytics.
- **Management:** Documentation (WBS, Project Proposal Brief, Project Charter, Project Scope Statement, User Stories, Acceptance Criteria, etc.); Waterfall, Agile Theory (Scrum/Kanban); Jira, Trello, Worksection; Time management.
- **Design:** Adobe (Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Audition), CorelDraw.
- **Certified** Practitioner in the Art of Neuro-Linguistic Programming (Professional Education Center L'n'D Group, 2019).
- **Soft Skills:** negotiation skills; creativity; critical thinking.
- **Languages:** Ukrainian – native, English – C1, Japanese – A1, Korean – A1.

## WORK EXPERIENCE

Media consultant

2011 – Present

Freelance

- **Responsibilities:** Developing and launching communications strategies, developing and implementing content plans, coordinating the work of authors, layout and distribution of e-mail newsletters; editing and writing texts; content posting in social media and websites; designing illustrations and infographics; planning and assisting in online events.
- **Results:** Wrote texts for social media, commercial texts, speeches, press materials, content strategies:

Comic Con Ukraine, Brandcom, Maxword, Textocracy, etc. Ensured the media support for the non-governmental organizations (ex. the launch and adjustment of team of authors for the Support.me portal (ICF "Ukrainian Foundation for Public Health", 2020-2021).

## Trainer, mentor

2015 – Present

Freelance

- **Responsibilities:** To provide consultations and peace of training on the communication planning, risk management, requirement management, information product design, launching media channels and optimizing communications resources, building communications teams, public communications for leaders.
- **Results:** Businesses and non-governmental organizations scale their impact, go public, and build communities. Had trained leaders and teams from 11 cities of Ukraine. The youngest audience is 13 years old, the oldest is 70+. The recent clients: CN OPORA, CEDEM, CPLR, ISAR Ednannya, Zagrawa.Women, etc.

## Chief Communications Officer

December 2023 – Present

FANCON UA

- **Responsibilities:** Lead communications and public relations team in the development and implementation of all internal and external communication strategies for the festival of contemporary pop culture FANCON UA.
- **Results:** Developed internal positioning documents. Launched communication channels on social media. Prepared presentation materials for cooperation with partners and sponsors.

## Project Manager

December 2018 – May 2023

Centre of Policy and Legal Reform (CPLR)

- **Responsibilities:** Coordination of the network of regional think-tanks (2 communication managers, 4 regional managers, 62 regional experts); project planning, evaluation and analysis of project implementation, reporting, communication with donors, etc. Development of a mentorship program. Development of procedures and job descriptions, onboarding of the project team.
- **Results:** Established processes allowed to achieve the project's goals, and as a result, the project received three extensions of funding (2019, 2021, 2023). Ensured the preparation and distribution of information products of the mentorship program. Prepared the concept, developed and published an online map of mentor program participants. The coverage of materials increased by 28% over the year.

## Media consultant, trainer, mentor

October 2020 – September 2023

Centre for Democracy and Rule of Law (CEDEM)

- **Responsibilities:** Conducting media trainings, consultations, audits of NGOs' communication, development and launching of communication strategies for the mentorship program.
- **Results:** Ensured the preparation and distribution of information products of the mentorship program. Prepared the concept, developed and published an online map of mentor program participants. The coverage of materials increased by 28% over the year.

## Editor-in-chief, communications manager

June 2015 – April 2018

CN OPORA

- **Responsibilities:** Editor-in-chief of the portal zhytlo.in.ua: copywriting, editing, scripting, illustrative design, media relations, working on the portal's development strategy, analytics, reporting, etc. Coordinator of a team of 6 authors in the media project (FGL Energy LLC).
- **Results:** Ensured the effective work of project communication teams (MERT project – 6 authors; FLG Energy LLC project – 6 authors, 12-15 people in total). The project was covered in the media. Developed internal procedures and documents were contributed to the coordination of the team, timely reporting to donors, and timely payment of fees.

## Project Assistant

December 2006 – May 2011

CN OPORA

- **Responsibilities:** Regional project manager; editing; planning and conducting trainings for colleagues; participation in organizing and conducting media events and flash mobs.
- **Results:** As a coordinator of the monitoring of the admission campaign in Lviv (2009), successfully

implemented the project objectives, the project results were widely covered in the regional media, and communications with project stakeholders, in particular, with the leadership of the Lviv Department of Education, were ensured. In 2010, as a long-term election observer in the Lviv region, ensured the quality of the work of a team of short-term observers during the election day; contributed to the preparation of a report on the project's implementation in the region.

**PR-specialist**

February 2008 - December 2008

PRIORYTET.UA

- **Responsibilities:** Copywriting; media relations; event management.
- **Results:** Was involved in updating the agency's presentation materials for finding clients; in formulating additional services-products, and describing its benefits for clients (B2B); in ensuring collection of feedback from the agency's target audience and its analysis; and in periodic analysis of competitors and their services.

**PR-specialist**

February 2008 - June 2008

OJSC ISKRA

- **Responsibilities:** Editor-in-chief of the corporate paper; development of presentations, planning and coordination of exhibition materials.
- **Results:** Under my leadership, the printed newspaper was published monthly and distributed to the plant's employees (8-pages A3). I coordinated the work of a designer, translators and writers to prepare a bilingual advertising catalog for the company, which was distributed at the exhibition in Frankfurt am Main in 2008.

## EDUCATION

**Specialist Diploma in Editorial and Publishing**

September 2004 - May 2009

Ukrainian Academy of Printing

Obtained the Specialist degree in Editorial and Publishing (Diploma with honors)

**Postgraduate studies in Social Communications**

September 2009 - June 2012

Ukrainian Academy of Printing

## INTERESTS

Learning, reading, gaming.