

CV

Name of Personnel	Yulia Havryliuk
Background	9+ years of experience in PR and communications for NGOs and IT Experienced in concept development and implementation of communication plans and PR strategies, Media Relations Organized 15+ networking, charity, fundraising and press events
Nationality	Ukrainian
Language proficiency	Ukrainian (native), English (advanced)
Education/Qualifications	2011 - 2013, Master's degree in Sociology, National University "Kyiv-Mohyla Academy" Faculty of Social Sciences and Social Technologies 2007 - 2011, Bachelor's degree in International Economy, Ternopil National Economic university
Employment Record/ Experience	<p>Account Director, Department of social communications PLEON Talan, 2022-present time</p> <ul style="list-style-type: none"> • Project overseeing and implementation. • Leading a Department of social communications. • Development and implementation of communication strategies and communication campaigns for social projects with the following clients: GIZ, Rebuilding Ukrainian Municipalities affected by the war; UNDP, Light Line; USAID, Information campaign "Sowing the Future" USAID, Information campaign about volunteers; USAID, Informational campaign "Women make future" and further monthly campaigns in 2024 are scheduled; Chemonics, Info campaigns in collaboration with Zaporizhzhia Oblast Military Administration (campaign 1, campaign 2, campaign 3, campaign 4) Chemonics, Info campaign in collaboration with Dnipropetrovsk Oblast Military Administration; Chemonics, Info campaign in collaboration with Dnipro City Military Administration; Chemonics, Info campaign in collaboration with to Zaporizhzhia Oblast Military Administration and Zaporizhzhia City Council; ПАСТ Долучайся; IREX Сила; Ukrainian Freedom Fund. • Implementation of PR activities on the Ukrainian and international markets. <p>Information and Fundraising Projects Manager Humanitarian Initiatives Fund, 2022</p> <ul style="list-style-type: none"> • Created the concept of digital communication of the fund and #BlueBox project, audience analysis, key messages. • Together with the marketing team, launched a new website for the Fund • Expansion of the partner network. • Coordination of work of the Communications department (SMM manager, Fundraising manager). <p>Head of Communication Department Holodomor Museum Fund, 2021-2022</p> <ul style="list-style-type: none"> • PR support of fundraising events: together with Lviv Regional State Administration organized a charity evening at the Lviv National Opera, examples of press materials may be found here: Espresso, Channel 24. • Implementing information campaigns: promotion to Holodomor Memorial Day "Sprout the seeds of truth"- total coverage of the event over 100,000 viewers, involving national and local Kyiv TV channels). Some press materials may be found here: Istorychna Pravda, Suspilne Media, TV Channel Kyiv, Channel 5. • Leading the PR department (SMM manager, Designer, Translator).

	<ul style="list-style-type: none"> • Developed the Fund's communication strategy. • Created presentation materials about the Fund and its main project - the concept of the exposition of the Holodomor Museum. • Prepared concepts for PR and fundraising projects. <p>PR manager IT Ukraine Association, 2020-2021</p> <ul style="list-style-type: none"> • Carried out PR support of the organization's projects: releases for the media and news for the organization's website (here and here are some examples of the PR reports). Over 25 published news, and as a result – a 20% increase in the number of visits to the site). • Initiated the joining of the organization to the implementation of the UN Sustainable Development Goals and special project with participating companies. • In collaboration with the Ministry of Health of Ukraine, the largest IT clusters prepared a special project based on the results of the All-Ukrainian vaccination campaign for IT specialists. • Created presentation materials for engaging new participants and partners (here is one of the examples). • Management of the organization's pages on Facebook (results - an increase in the number followers by 10%, reach by 40%), LinkedIn (results - growth number of subscribers by 73%, coverage by 24%). • Coordination the work of the designer and translator. • Monitoring of task performance. <p>Communication manager Ukrainian forum of philanthropists, 2018-2020</p> <ul style="list-style-type: none"> • Designing and implementing info campaigns, online flash mobs (#ЛогоНаКарантині), preparing texts and visuals for publications, development of a publication plan for each project. • Development of a new identity of the Organization, rebranding (here is the article on this case). • Participation in the organization of events, ensuring their visibility (here is the article about one of them). • Planning and implementation of information campaigns, creation of texts and visual materials for publication in mass media, on ufb.org.ua portal, social networks (posts from Sep 5th 2020 and earlier), preparation of publication plans. • Participation in writing grant applications to ensure the visibility of the project. <p>Junior Communication Manager NGO "Convictus Ukraine", 2015-2018</p> <ul style="list-style-type: none"> • Organization or assistance in the organization of events (moderating a press conference in UNIAN; Presentation of the "Social Bureau Vinci" on the VI Forum of Organizational Development of Civil Society (ISAR "Iednannia"); Awareness campaign dedicated to the AIDS victims Memorial Day, Trukhaniv Island in May 2016; Awareness campaign on AIDS prevention, UAMade Fest InLove, Mystetskyi Arsenal, February 2016. • Participation in the development of a strategy for promoting the social entrepreneurship project "Social Bureau Vinci"; project presentation at the Social Entrepreneurship Experience Exchange Program 2016 in Riga, Lithuania, December 2016.
References	<p>Anna Kovalchuk Communications Advisor Planning, Monitoring and Communications Directorate Unit U-LEAD with Europe +380 63 342 46 91 anna.kovalchuk@giz.de</p> <p>Kateryna Tarasiuk Advocacy and Communications Associate</p>

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