

## HARD SKILLS

- Brand promotion strategy;
- Anti-crisis communications;
- Creation and management of content plan implementation;
- Graphic design, copywriting, commercial shooting;
- Cooperation with influencers and mass media;
- Analytics and reporting.

## SOFT SKILLS

- Working in a team and managing it, being demanding to oneself and the team;
- Taking responsibility;
- Communication skills, the ability to resolve disputes;
- Strategic thinking;
- Creativity and initiative;
- Stress resistance;

## CAMPAIGNS

### **Fighting for the future**

A huge communication campaign included over 50 videos with youth thoughts directed to the Ukrainian government. The campaign received feedback from the country leaders regarding the youth's offers. Ukrainian Leadership Academy released this initiative in cooperation with the British Communication Agency "Zinc".

**over 40 mentions in the media  
total reach is over 10 million people**

### **Creating Yourself - Creating Ukraine**

The campaign was guided with the aim of sharing Ukrainian culture and developing youth activity. I prepared a campaign plan, made partnership with the media and facilitated the team in the release process. Ukrainian Leadership Academy launched this initiative in cooperation with USAID.

**over 35 articles, 9 mentions  
in the national level media  
total reach is over 6 million people**

## HOBBIES

Photography and video making, reading, learning languages, running, active sports, traveling and camping, canoeing and kayaking, blogging.



# VOLODYMYR TSVYK

COMMUNICATION SPECIALIST

## WORK EXPERIENCE

*Social Media Specialist at UN FAO  
June 2024 - Currently*

- Developing a country's social media strategy and implementing it;
- Full-circle content creation for the socials;
- Brand promotion via social media.

*Communication Officer at  
the Norwegian Refugee Council  
August 2023 - May 2024*

- Creating a social media plan and implementing it on socials;
- Area offices' communication and media officers coordinating;
- Developing new plans for improving socials, SoP preparation, and presentation.

*Grants Comms specialist at  
Ukrainian Leadership Academy  
July 2022 - July 2023*

- Grant projects promotion, communication campaigns creation, and implementation;
- Cooperation with information partners and mass media;
- SMM team co-ordination;
- Communications campaign release.


*Comms and SMM specialist at  
Ukrainian Leadership Academy  
August 2021 - July 2022*

- Coaching students in marketing, communications, and graphic design;
- Creation of content for social networks;
- Collaboration with media and influencers.


*Digital Marketer at  
Cursor Education  
July 2021 - May 2023*


- Development of a platform-specific brand promotion plan, and its implementation;
- Creation of visual content for pages and website, copywriting, rewriting;
- Collaboration with influencers and bloggers, preparing of the ad creatives.

## CONTACTS

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 [@borodynskiy](#)

## EDUCATION

**2024 - 2027**

**"Lviv Polytechnic" National University**  
Journalistics

**2020 - 2021**

**Ukrainian Leadership Academy**  
Non-formal education program

**2016 - 2020**

**Sambir College of Economics  
and Information Technologies**  
Graphic design & Software development

## COURSES

**2023**

**Ivanova Secrets**  
Marketing, Facebook Ads

**2022**

**Projector Institute**  
SMM, marketing

**Genius Space**  
Social Media Marketing

**Bazilik School**  
Copywriting; Targeting ads

**2020**

**Biznes Khvylya (LvBS UCU)**  
Marketing, communications,  
business modeling

**Memories Events School**  
Project management,  
educational events organization

## LANGUAGES

Ukrainian (native) ●●●●●●  
English (B2) ●●●●●●  
Russian (B2) ●●●●●●  
Polish (A1) ●●●●●●