

Mariia Leonova

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I am an Eastern-European media manager and management consultant with 9 years of professional experience in the field. Over the past 4 years I worked with organizational development and transformation of Non-governmental organizations in Ukraine, Moldova, and Belarus in exile, helping them be sustainable with diversified revenues, competitive content, and professional management of the teams. Additionally, I serve as a mentor for young professionals and established managers to support them in their careers.

Work Experience:

- **Associate partner**
consultancy Jnomics
(Jan 2024 - present)
- **Senior Project Lead**
consultancy Jnomics
(July 2022-Jan 2024)
- **Project Lead**
consultancy Jnomics
(Feb.2022 - July 2022)

Summary of key achievements in the company:

- Successfully provided more than **30 organizational development support** in the national and regional media-NGO of Ukraine, Belarus and Moldova (the areas included strategizing, SMM development, management consulting, financial optimization, commercial growth, org sustainability including HR stream)
- Designed and implemented several **author educational programs** for CEE markets with the focus on management, audience and revenue growth with more than 500 attendees (UN Women-supported She media school for NGO-women leaders; Internews-supported Sales academy in Moldova; FOJO-supported management course for CEE media partners; Deutsche Welle-supported audience growth course in Ukraine)
- Delivered organizational **data-driven audits for Eastern European media NGO**; key observations and recommendations development became a baseline for strategy creation and a clear guideline for media managers for future organizational growth.

- Successfully **supported organizations in hostile environments with crisis communications** in the face of russian propaganda, brand attacks, and management trust disruption.
 - Facilitated and/or **created more than 20 data-driven strategies for NGO, media** in Esatern Europe that led the organizations to constant development and growth of key metrics.
 - **Worked as a trainer, mentor and coach** in group and individual sessions helping the organizations or proffessionals use the most efficient approach to achieve the targets;
 - Regularly am invited as a **speaker to key field conferences and events**
- **Chief Executive Officer**
The Tellers Agency (Apr 2022 - present) (a creative Agency that works with socially-oriented brands to deliver meaningful communications through tailored offline and online projects incl. media placements
 - I am a founder and acting CEO of the Agency, a team of 10 ppl and more than 120 clients with successfully implemented projects in CEE market
 - Organized an NGO entity for the Agency to deliver socially-oriented international projects
 - Managed to gather Ukrainian and Central European media under umbrella to deliver comprehensive communications
 - Among the clients there were UN, OSCE, EU, GIZ, WWF, and other local brands.
- **Board member, NGO The Fix Foundation**
(July 2024-present)
The Fix Foundation serves as stop-shop for NGO in CEE region to provide assistance to media and other related sectors. As a board member, I am involved in key decision making processes including strategizing.
- **Visiting lecturer, FOJO Institute**
(Nov 2023-present)
Teaching a media management course with a special focus on strategizing and leadership.
- **Visiting lecturer, Stockholm school of Economics Riga, Center for media studies**
(Nov 2021-present)
Consulting and training NGO and media managers from CEE and Central Asia market on topics of management and marketing
- **Visiting lecturer, Internews Network**
(Feb 2021-present)
Conducted series of trainings about SMM in media in Belarus and Moldova
- **Chief Marketing Officer**

hromadske (Jan. 2021-Jan.2022), Ukraine

- ensured stable revenue growth for NGO, led the team to self-sufficiency and profit, doubling the results of the previous year's revenue
- **Communications and Brand Manager**
hromadske (March 2020-Dec.2020), Ukraine
 - secured a brand awareness growth through consistent marketing tools implementation incl. a system of internal and external communications
- **Head of Social Media**
hromadske (2018-2020), Ukraine
 - social platforms grew regularly (the number of Telegram subscribers has tripled in a year, Facebook coverage has doubled in 2 years)
 - social networks became the main source of traffic to the site hromadske
 - led the launch of TikTok and ensured its stable growth (1m views in the first month and in 2021 it took 10th place in the rank of TOP European digital media TikTok's with the best conversion of likes into followers)

Education:

- **Stanford business school for executive education.** Management Faculty ('2024)
- **Taras Shevchenko Kyiv National University** ('2022)
Faculty of Economics, Managing and business administration
- **Igor Sikorsky Kyiv Polytechnic Institute** (2018)
Institute of publishing and printing, Bachelor degree
- Marketing at **Kyiv-Mohyla Business School** (2020) — *award winning project*
- Internal and external communications for leaders in organization at **Kyiv-Mohyla Business School** (2020)
- **BBC Media Action**
SMM and mobile journalism (2018)
Leadership mentoring sessions (2020)
- **Facebook journalism project** training (2018)
- SMM course at **Prague media school** (2019)
- Marketing at **Kyiv Academy of Media Arts** (2020)

Other experience:

- **Member of NGO 'Public Television'**
(Dec.2021 - present)
- Speaker at **MediaLab Innovations conferences** in Brussels (2022-2024)
- Regular **guest lecturer and speaker at Donbas media forum** conference in Ukraine (2022-2024)
- **speaker at International media conference 'Media revolutions'**, where shared

- experience of launching TikTok (March 2021)
- **guest speaker in educational course from Ministry of digital transformation** (March 2021)
 - **invited expert in Internews program to work with a startup-media NGO** (April 2021)
 - speaker at **Journalism International Festival** in Perugia (Apr 2022)

Languages

- Ukrainian (native)
- Russian (fluent)
- English (C1)
- German (B1)
- Polish (A1)