

Contact

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Top Skills

Illustration

Adobe Creative Suite

Branding & Identity

Languages

Portuguese (Elementary)

Ukrainian (Native or Bilingual)

English (Full Professional)

German (Limited Working)

Honors-Awards

Effie Awards Silver

Bestuzhev Pavlo

Your branding partner | Brand designer & architect | + 20 years of branding experience for B2C & B2B | Marketing & Art Director | Brand leader & Co-Founder in colab.com

Lisbon, Lisbon, Portugal

Summary

Your branding partner | Brand architect

+ 20 years of working experience in the advertising sphere and FMCG for B2C & B2B markets.

Marketing & Art Director, Co-Founder in colab.com, lecturer

My partners and I founded colab.com for providing excellent development of strategic marketing, and creative and technological solutions for business companies, start-ups, and non-profit organizations.

My motto:

“Each project or collaboration activity embodies a balance of interests for exchanging thoughts, strengthening ideas, and finding true values”.

My role is to set the direction of sustainable development and create intersection points where the mutually beneficial exchange takes place: expertise, knowledge, or just energy to support cool initiatives.

Co.lab is a Ukrainian two-way marketplace for the development of a wide range of creative services, which brings together deep cooperation between the co.lab’s custom teams and our clients. We render services to clients of any scale from various business sectors and different countries of the world.

Key Strengths:

innovations – implementation of innovative complex solutions of graphics, digital and visual art.

sustainable growth – providing effective strategy and profitable business planning

honesty – keeping a word and making clear communication

networking – building cooperation with creative people and businesses

leadership – inspiring and motivating people through my own example

team building – helping people to set and achieve individual and projects goals

Experience

colab.universe

Brand architect | Marketing & Art Director | Co-Founder at colab.com
August 2020 - Present (3 years 9 months)

Ukraine

Responsibilities:

brands design & development, art direction, new business, communication, and advertising strategies, creative ideas production & pitching; maintaining the positive and successful relationship between teams and clients; teams leaderships; teams members search

Clients: Usupso, O!SOME, Yond, IDNTI, Tseglinaart, Ecolavka, KRUPA Conference, Lunar, ALPHA, Alpha COFFEE, BRAINFIT, Pipeliner, etc.

The PARTNERS innovation marketing agency

Managing Partner & Director | Brand designer
November 2013 - September 2020 (6 years 11 months)

Kyiv

Responsibilities:

brand development & design; new business development; brand, communication, and advertising strategies creation, creative ideas pitching; team management and staffing

Clients: Media Systems, RAPP, Berlin Chemie, Ukragroproduct, BMK, Fashion Style, Doba, Karmalogic, etc.

Digital Marketing Agency Surf

Director & Managing Partner | Brand designer
August 2010 - October 2013 (3 years 3 months)

Kyiv

Responsibilities:

new business, brand development, communication, and advertising strategies, client service; team management (account & production teams); creative ideas

production & pitching; teams members search and onboarding; providing regular reports and performing work for clients

Clients: Sony, New Line, Disney, Media Systems, RAPP, Advert, Berlin Chemie, Unilever, etc.

Tzifir, digital agency

Client service director | Brand manager

August 2009 - August 2010 (1 year 1 month)

Kyiv

Responsibilities:

brand & new business development; communication strategies creation; creative ideas pitching; teams leaderships (accounts, production & creative department); teams members search and onboarding; providing regular reports and performing work for clients

Clients: New products, Unilever, Dove, Rexona, Axe, Zinerit, etc.

MR.Wolf, brand- management agency

Senior Brand Consultant | Team leader

September 2007 - February 2009 (1 year 6 months)

Kyiv

Responsibilities:

brand management; new business development; qualitative & quantitative researches organization; communication strategies creation; creative ideas pitching; teams leaderships (accounts, production & creative department); providing regular reports and performing work for client; coordinating work with suppliers

Clients: Bank "Forum", Commerzbank, Cosmo, Instar (Eurocon Ukraine), Vozdvizhenka, AVK, etc.

Lowe Adventa, full-service advertising agency, MULLENLOWE
PROFERO

Group Account Director | Team leader

May 2007 - September 2007 (5 months)

Kyiv

Responsibilities:

client service organization; teams leaderships (accounts, production & creative department); creative ideas pitching & development; teams members search

and onboarding; providing regular reports and performing work for clients; coordinating work with media agency and suppliers; production coordination; crisis management

Client: the biggest Ukrainian mobile operator Kyivstar with 22 million clients, brands Kyivstar and Kyivstar Business

New products, FCMG company, Ukrainian producer of non-alcohol and alcohol beverages

Brand manager of alcohol and non-alcohol beverages

August 2006 - May 2007 (10 months)

Kyiv

Responsibilities:

branding & brand development; budgeting; coordination of the group brands projects; qualitative & quantitative researches organization; briefing and suppliers coordination (creative, research, PR and media agencies); time management for existing and new brands; preparing competitive re-views; preparing presentations for top management; print production coordination

Brands: vodka "Stariy Druze", energy drinks "Non-stop", alcohol drink "Revo", non-alcohol drink "Mojo"

J. Walter Thompson Worldwide

Account Manager

November 2004 - August 2006 (1 year 10 months)

Kyiv

Responsibilities:

client service; creative ideas development; new business development; group projects coordination (from the very beginning till the final stage of execution); strategic planning (local brands); creative ideas pitching; coordination with suppliers; preparing competitive re-views for clients; video production

Clients: IDS ("Alaska"), NAT ("Bayka", "Celsius", "la femme"), Nidan (white package "Berigovskiy sok"), Serealia Foods (Start), Caparol, Hayat Kimia (Test, Molped, Molfix), Gerkules, Allo, Uksibbank (BNP Paribas), AVN, Betandwin

Education

Projector Institute

Design and Visual Communications, General · (2018 - 2019)

Projector Institute

Identity design · (January 2017 - March 2017)

Projector Institute

Graphic Design · (September 2016 - December 2016)

National Aviation University

Master of Technology - MTech, Information Technology · (September
1997 - January 2004)