



# Roman Tymotsko

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[Link to portfolio](#)

## Experience

### CEO & Founder

03.2021 – present

#### Stroom Digital marketing agency

- Founded the company, establishing and developing all necessary processes to ensure operational efficiency and success;
- Expanded and led a team of 12 employees, successfully implementing 80+ projects for Ukrainian and international brands;
- Developed and executed 29 comprehensive marketing and communication strategies for clients in the NGO, IT, sports, education, media, and hospitality sectors;
- Achieved a reach of over 20 million people through innovative digital communication campaigns;
- Created the viral Stroom Map, aiding nearly 2 million Ukrainians in locating electricity during blackouts caused by Russian attacks on energy infrastructure last winter;
- Drove significant growth, resulting in a constant increase in client engagement and satisfaction.

### Producer

02.2022 – 04.2023

#### CNN (winning the Emmy Award and duPont Columbia Award)

- Contributed to hundreds of stories about full-scale Russian invasion in Ukraine, reaching multimillion worldwide audience;
- Consulting CNN International team on establishing an operation in Lviv, Ukraine;
- Researching on stories for news packages, organizing interviews, and permissions to film; working with film crews during newsgathering and live shots;
- Some of the anchors and reporters I have worked with are Erin Burnett, Anderson Cooper, Ben Wedeman, Phil Black, Scott McLean, Matt Rivers, Salma Abdelaziz;
- Going to sites of Russian missile strikes in Lviv region for newsgathering and live streams;
- Investigating for stories and creating news alerts for CNN Digital;
- Translation: Ukrainian, Russian, English – simultaneous, consecutive; voiceover for news stories, creating subtitles.

### Reporter

07.2019 – present

#### The Ukrainian Weekly newspaper

Kyiv correspondent for the Ukrainian Weekly, the media of the Ukrainian community in the US. Over the last five years, I contributed more than 300 stories to the newspaper, including interviews, analytical articles, and illustrated reports from the field.

## **Ukrainian Youth Delegate to the United Nations**

08.2019 – 07.2020

### **Permanent Mission of Ukraine to the United Nations**

- Represented Ukrainian youth at the 74th UN General Assembly;
- Gave an official speech on behalf of Ukraine at the United Nations, and organized SDG-themed event with representatives of Republic of Korea as a cultural diplomacy project;
- As a youth delegate, participated in a panel discussion at Ukraine House Davos 2020;
- Presented program and carried out 14 public lectures/speeches;
- Planned and conducted media outreach of the program (17 TV & radio, 100+ online publications).

## **Social Media Consultant**

05.2020 – 01.2021

### **Ukrainian Industry Association “Federation of Employers of the Oil and Gas Industry”**

02.2019 – 08.2019

### **The International Foundation for Electoral Systems (IFES Ukraine)**

Developing a communications strategy for a new project; creating its digital channels and broadening the audience. Consulting on maximizing the effectiveness of achieving the project's communication goals.

## **Education**

### **Lviv Business School (LvBS) of Ukrainian Catholic University**

09.2021 – 06.2023

### **Master of Science in Innovations and Entrepreneurship**

### **Ukrainian Catholic University**

09.2019 – 01.2021

Master of Arts in Management of Non-Profit Organizations

### **Taras Shevchenko National University of Kyiv**

09.2015 – 06.2019

Bachelor's degree in political journalism in digital media

## **Additional Information**

Member of Plast - National Scout Organization of Ukraine (since 2008) - Eagle Scout of Hetmanate (one of 20 Ukrainian scouts who hold the highest honorable achievement of rank attainable in Plast program).

Member of Global Shapers Community (Lviv Hub) since 2021.

Member of TEDxKyiv communications team (2018-2021).

Visited 50 countries.

An International representative of Ukraine at:

- The 74<sup>th</sup> Session of the United Nations General Assembly (New York, USA, Sep-Oct 2019);
- Ukraine House Davos during the 50<sup>th</sup> World Economic Forum (Switzerland, January 2020);
- The 30<sup>th</sup> International Youth Forum. Inclusion and Inclusiveness: Shared Vision of Youth for Local, National, and Global Village (Seoul, South Korea, July 2019);
- 7<sup>th</sup> Mediterranean University on Youth and Global Citizenship – by Council of Europe (Hammamet, Tunisia, June 2019);