

# DENYS SHABANIN

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## SUMMARY

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Experienced media and financial manager with over 2.5 years of leadership in developing independent media outlets. Proven track record in fundraising (over \$1M raised), team development, and achieving sustainable growth. Skilled in managing large budgets (\$800,000+), leading strategic initiatives, and collaborating with international organizations like USAID, NDI, and EED. Recognized for driving organizational growth and innovation while maintaining high journalistic standards.

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## EXPERIENCE

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### The First Kryvorizkiy (1KR.UA)

2022 – Present

Chief Financial Officer and Chief Program Officer

The biggest independent media in Kryvyi Rih

- \$820,000.00 was raised. Increased annual revenue by 30% by implementing innovative fundraising strategies and strengthening partnerships with key stakeholders.
- Resources were raised to upgrade the infrastructure: the technical base and the media website. The team grew from 6 to 24 permanent employees.
- In 2024, 1KR.UA became the second certified media outlet in Ukraine according to the Journalism Trust Initiative (JTI) standards. Certification became possible after the implementation of an effective management system, transparent financial management, and media policies.
- Cooperation with USAID/OTI, U.S. Embassy in Kyiv, National Democratic Institute (NDI), IREX, European Endowment for Democracy (EED), Prague Civil Society Center, and Transition.

### Radio Khartia

June 2024 – Present

Financial and Grant Consultant

The media outlet was founded by Serhiy Zhadan in partnership with the 13th Brigade of the National Guard of Ukraine The Khartia

- \$50,000.00 was raised for the media during 3 months.
- Created organization's financial management system.

### Detector Media

2020 – Present

Media Analyst

Watchdog of Ukrainian media

- Monitoring the national marathon of United News and preparing daily reviews of key narratives and speakers.
- Monitoring of FreeДom foreign broadcasting and preparation of daily reviews of key narratives and speakers.
- Monitoring of news slots in national media for compliance with journalistic standards.
- Monitoring of materials with signs of ordering in the national media.

### Serhiy Zhadan Charitable Foundation

April 2024 – October 2024

Financial and Grant Consultant

- Designing grant applications for USAID / TCA and the International Renaissance Foundation
- Budgeting and raising \$250,000 for the foundation's grant projects
- Advising the foundation's team on strategic priorities and potential areas of resource mobilization
- Optimization of key documents and processes of the foundation.

### Lviv Media Forum

2020 – 2022

Contractor media analyst

- Member of the monitoring group of the project "Communication strategies for the realization of the cultural and creative potential of "small towns" in Ukraine".
- Member of the monitoring team in the project "Western Ukrainian Network for Countering Disinformation"
- Member of the research team of the project "Study of the work of local editorial offices in the conditions of war"

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## EDUCATION

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### Kyiv-Mohyla Business School

- CEO Development Program / September 2024 – Present
- Management development program "Project management for the non-commercial sector" / April 2024

## Google

- Specialization Google Project Management, [ID: S24T669T4WMH](#) / 2024
- Advanced Google Analytics certificate / 2019

## DW Akademie

- Reinventing Media Training Program (business model, brand management, financial management, marketing and content distribution, product management, HR) / 2023

## Kyiv School of Economics

- What Data Hides course / 2021
- Economics, markets, and data analysis for journalists / 2020

## Kyryvi Rih State Pedagogical University

- Master's degree. Master's thesis topic: Soviet repressive policy of the 1920s and 1930s: problems of historical memory / 2012 – 2018

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## INTERNSHIPS

### Ukraine Media Partnership Program (UMPP)

2024

Member of the experience and expertise exchange group with The Texas Tribune (Austin, TX, USA)

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## AWARDS

NICE Awards Best financial journalist of 2020 in local media according to the financial group Investment Capital Ukraine (ICU) and the Kyiv School of Economics Center of Economy Journalism.

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## LANGUAGES

- Ukrainian (Native, C2)
- English (Intermediate, B1)

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## KEY SKILLS

- Strategic Planning and Media Development
- Fundraising and Grant Management
- Financial Oversight and Budgeting
- Team Leadership and Growth
- Media Monitoring and Analytics
- Project Management (Agile and Waterfall)

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## CLIFTON STRENGTHS. GALLUP INSTITUTE

- Arranger
- Competition
- Strategic
- Futuristic
- Achiever
- Ideation
- Learner
- Input
- Self-Assurance
- Significance