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Top Skills

Consultancy Services
Training Delivery
Mentoring

Languages

Polish (Elementary)
English

Olena Dub

Media-trainer and consultant on SMM for media and non-profits |
Media-expert | Co Founder of networking community "SMM Talks for
NGO and Media" | Journalist
Kyiv, Kyiv City, Ukraine

Summary

Media-consultant, trainer and mentor for media and non-profits.
Co-founder of professional community "SMM TALKS for NGO &
Media". Certified media-trainer (Deutsche Welle Akademie, 2023).

Co-author of the manual by Isar Ednannia "Organizational
Development – Mission (Im)Possible. A Strategic Guide for
Nonprofit Organizations" (a chapter on Social Media for nonprofit
organizations), 2025.

Working group member of the "Risk Management Guide to Counter
Disinformation and Hate Speech on Social Media", 2025. The
document provides guidance and mitigation recommendations for
social media platform companies.

A journalist with a more than 15 years experience in traditional and
online media (from daily newspapers to TV), who has turned to
digital, social media, communications and non-profits.

As a media-consultant I train non-profits and media about digital
and social media (in cooperation with USAID-funded projects and
projects, funded by EU and USA donors), Internews Network,
Thomson Reuters Foundation, IWPR, ZINC, Thomson Foundation,
DW Academie, USAID, Media Development Foundation, Ukrainian
Catholic University, The International Renaissance Foundation
(IRF), DECIDE, East Europe Foundation, Fondation Hirondelle etc.
I worked with NGOs, media, activists and journalists from Ukraine,
Belarus (in exile), Moldova, Latvia.

I'm a member of:

- DCN – the international Digital Communication Network
- Club for NGO's communication experts "Piranha"
- "Woman in Media"

Experience

Self-employed

Media-trainer and consultant for non-profits and media

January 2015 - Present (10 years 5 months)

Kyiv City, Ukraine

Teaching, mentoring and consulting on social media for Ukrainian, Belarusian, Latvian, Moldovan and other journalists, activists, NGOs, newsrooms and media-organizations.

Self-employed

Co Founder of networking community "SMM Talks for NGO and Media"

July 2017 - Present (7 years 11 months)

"SMM Talks for NGO & media" is a professional community that gathers NGO's digital and media specialists monthly and provide them a possibility for networking, discussing new trends and problems in our field of work, to find new partners and even establish "professional standarts".

Our partners are America House Kyiv, professional club for non-profit PR-experts "Piranha", Digital Communications Network.

Internews

Independent Consultant

May 2020 - January 2025 (4 years 9 months)

Working as an independent consultant. Providing consultations, training, and mentorship on SMM for media, journalists and non-profits in different countries.

ZMINA Human Rights Center

Social Media Expert

May 2022 - December 2023 (1 year 8 months)

Ukraine

Thomson Foundation

Media Consultant

2021 - 2022 (1 year)

Thomson Reuters Foundation

Part-time Media Consultant

March 2021 - December 2021 (10 months)

Kyiv, Kyiv City, Ukraine

Mentoring and consulting regional media outlets in Ukraine. Consulting on social media work, social media content creation etc

Radio Free Europe/Radio Liberty

Senior New Media Editor and Journalist at Radio Free Europe/Radio Liberty (www.krymr.org)

April 2015 - December 2020 (5 years 9 months)

Kyiv

Charity Foundation "Development of Ukraine" / Humanitarian Centre

Internet-communications manager, PR-manager

June 2013 - March 2015 (1 year 10 months)

Centre for Democracy and Rule of Law (CEDEM)

Project coordinator, media-relations manager

October 2010 - May 2013 (2 years 8 months)

Kyiv

Karpaty.info

SMM-editor

July 2010 - June 2012 (2 years)

telecommunication company "Beeline"

Media Relations Specialist

July 2008 - October 2010 (2 years 4 months)

Daily newspaper "Gazeta po-kievski" (Kyiv)

Journalist

June 2007 - July 2008 (1 year 2 months)

TV-company "Media Club" (Lviv)

Journalist

August 2006 - July 2007 (1 year)

Author of tv-program "Topic of the Week"

Daily regional newspaper "Postup" (Lviv)

Journalist

December 2003 - July 2006 (2 years 8 months)

Lviv Region, Ukraine

Україна молода

Journalist
July 2005 - 2006 (1 year)

West Ukrainian NGO "WETI" (community for environmental
journalists)
Inform-manager
January 2000 - August 2005 (5 years 8 months)

Daily regional newspaper "Lvivska gazeta" (Lviv)
Journalist
January 2003 - December 2003 (1 year)
Journalist at department "Social problems"
Author of weekly addition "Health"

Nationwide newspaper "The Day"
Freelance Journalist
August 2001 - January 2002 (6 months)

Regional weekly newspaper "Moloda Galychyna"
Journalist
June 1999 - January 2001 (1 year 8 months)

Education

Lviv Ivan Franko National University
master, journalism · (2003 - 2004)

Ivan Franko National University of Lviv
Bachelor, Journalism · (1999 - 2003)

Johns Hopkins Bloomberg School of Public Health
Global Tobacco Control Leadership Program (USA), for tobacco control
activists · (2011 - 2011)

Open World Leadership Program 2005
Alumni, media and civic activism · (2005 - 2005)