

ANNA SEREDA

PR/Marketing – Corporate Communications – Strategic Content

Based in Athens, Greece

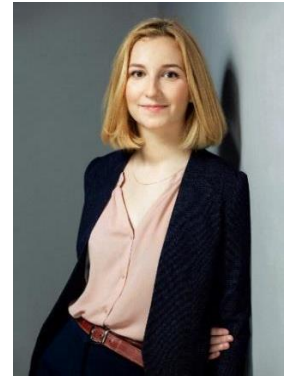
Work Permit: Greece, Russia

Cell phone/WhatsApp/Telegram/Threema: +7-903-244-03-74

Facebook: <https://www.facebook.com/anna.sereda.7982>

LinkedIn: <https://www.linkedin.com/in/anna-sereda-02474b148/>

E-Mail: annasereda1@gmail.com



NOTABLE CAREER ACHIEVEMENTS (PR STRATEGY)

Kaspersky

- 2021: Successfully expanded Kaspersky PR presence to 3 African countries raising key products recognition from 10% to 65% among enterprise-level decision-makers
- 2020: **Doubled KPI numbers for media coverage** by correcting 2020 Content strategy in response to Covid-19
- 2019: Created and promoted **the top 2 stories by media coverage**
- 2019: Developed and drove the development of the strategic content ranked in the top 5 most widespread news mentions by media reach monthly

Russian Photo Magazine

- 2018: **Extended partner network by 30%** in a year
- 2017: Successfully **rebranded** content policy of the magazine leading a team of 4 with a limited budget, increasing engagement rate in social media by 30% and monthly number of new users of the magazine's web page by 22% in a year
- 2017: Increased the number of paid members of the magazine community by 25% by implementing a new PR and SEO-marketing strategy in a year

WORK EXPERIENCE

July 2018 – Currently employed

Corporate Communications Manager at Kaspersky



January 2020 EMEA PR team - Present

- Development launch and execution of international **PR campaigns** aimed at the promotion of Kaspersky technical expertise, CSR initiatives, B2C products and Enterprise-level services
- Kaspersky Africa PR **team-leading**
- EMEA PR **agencies coordination**
- PR content development for META markets: original content (video, texts, **press releases**, podcasts, infographics) and newsjacking
- Crisis communication strategy development from the scratch in response to Covid-19
- Offline and online PR events development and coordination
- Communications plan development through collaboration across multiple functions including technical research, policy, legal etc.
- Speaker training and events preparation: writing talking points, speaker notes and scripts for the Executive team for industry conferences, media events, and internal speaking opportunities.

July 2018 – December 2019 Global Threat Research and Security Intelligence PR team

- Kaspersky global communication strategy development
- Drafting and turning complex technical information on threat research and security intelligence into relevant and engaging content for **B2B/B2C and C-level audiences**: videos, infographics, statements, comments, press releases, articles, webinars, security intelligence reports aimed at the positioning of the company and its researchers as the industry leader
- PR campaigns development and support
- Event management and development from scratch (including Security Analyst Summit 2019)
- **Public speakers' media training**
- **Crisis communications** planning and execution

December 2016- July 2018

 **ROS**PHOTO

Chief Editor & Marketing officer at Russian Photo magazine

- **PR and Marketing of the magazine** and its community: Marketing and PR strategy creation, content optimisation with analytical instruments
- **Management of the editorial room team and external authors**
- Strategic content plan creation, management and support, including content production (articles, interviews, affiliate partners materials)
- **Brand management**
- Internal communications
- External and internal events development and support
- Communications with external stakeholders and **partner network development** (Canon, Olympus)

June 2015 – December 2016, Project end

 **Antarctic**
Biennale

PR-manager of Antarctic Biennale – International eco-art expedition to Antarctica

- **PR-content**: Creation, translation and editing of the texts and press-releases in Russian and English; Project website update through WordPress
- Management of international press inquiries and relations, media pitching, media activity monitoring and reporting
- Events support and organization
- **External relations development**: Creation of slides for partners pitches, search for potential sponsors, analysis and reports on their activity, development of partnership proposals (BBC.com, Visa, Kaspersky “Discovery channel”, “National Geographic” and “CNN”)

EDUCATION AND PERSONAL DEVELOPMENT

2021 - Ongoing Organizational Leadership, **Harvard Business School**, Online

2020 – 2020 Center for Typology and Semiotics of Folklore, **RSUH**, Moscow: Master degree courses on social and cultural anthropology, modern folklore and media mythology

2019 – 2019 Digital Marketing course, **Google Digital Garage**, online: Fundamentals of Digital Marketing

2016 – 2017 Corporate Communications, **DMJX – Danish School of Media and Journalism**, Copenhagen (ERASMUS student exchange program): Crisis Communications, Cross Cultural communications, Change Communications, Experience Communication, Micro Economy, Macro Economy, Corporate Communications basics, CSR communications

INTERNSHIPS AND PART-TIME EMPLOYMENT

June 2017 – July 2018 (Russian Photo's affiliate project support)

Part-time Consulting Marketing and Communications Manager at ARTEX GLOBAL – Digital marketplace for art-pieces on Blockchain



- PR, SM and Marketing campaigns development and support, company messaging establishment, Marketing, SM, SEO and Media analysis
- Community management
- Sponsorship proposals development: search of partners, business negotiations and correspondence
- SM, PR and Marketing content creation, editing and translation: SM-posts, infographics, articles, press releases, statement, live-action and animated videos.
- Crisis management

2015 – 2016 (Internship)

Intern, Journalist at Russian Reporter magazine



- Creation, development and assistance in creation of analytical materials on social political and cultural topics, such as articles, editorials and news for standing heads.

2013 – 2014 (Volunteering)

Volunteer at Sunflower – Charity Foundation supporting children with immune system disorders



- Partner communications
- Creation, editing and translation of content pieces for official website
- Assistance in planning and concept development of PR campaigns and events, their support and participation.

SKILLS

English & Russian (Proficiency): I use both languages daily in personal and business communications and B2B&B2C content creation.

Worked as a freelance interpreter of American and British TV-shows, creating Russian subtitles for viewers and voiceover groups (2012-2016)

B1-level German: Passed a summer course on culture anthropology at Berlins' Neues Museum (Classics collection) listening to lectures and writing essays on the topic in German

A1-level Greek: Knowledge of basic words and phrases, ability to read adapted texts

Verbal skills: Worked as a **private tutor** teaching English to adults, kids and seniors. Represented Kaspersky for on- and off-screen **interviews**

PC and digital instruments: At various stages of my career, I used following tools: Google Analytics, Yandex Metrica, Google Search Console, Ahrefs, Microsoft office, Buzzsumo, BuzzStream, Wordpress, SFDC and services for fast, low-budget SM content creation, such as Storymap

Portfolio and recommendations from the former employers and teachers will be provided upon request.