



# Anastasia Balakireva

## Event Manager

Event Manager with 4+ years of experience in international sport and business events. Crowd Management expertise. Experience in curation and coordinating of processes.

balakirevaak@gmail.com

+79878226832

Turkey

[linkedin.com/in/anastasia-balakireva-38718a161](https://www.linkedin.com/in/anastasia-balakireva-38718a161)

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## ❖ WORK EXPERIENCE

### Investor Relations Manager

Pride Games Studio

02/2022 - 10/2022

Estonia, Tallin

*Achievements/Tasks*

- Working with investors and full management within the framework of the partnership.
- Responsible for pitch creating and pitching.
- Networking with influencers (started partnership with 7 influencers with a total investment of \$ 100,000 in 3 weeks).
- Translation (Russian-English\English-Russian).

### Spectator Services Manager

Formula-1

09/2021 - 09/2021

Sochi, Russia

*Achievements/Tasks*

- Organising an accessible environment for spectators of all categories in the preparation of the Formula 1 VTB Russian Grand Prix 2021.
- Responsible for managing a team of 3 team-leaders and 50 volunteers.
- Organisation of Pit Lane Walk of 3000 spectators.
- Volunteer training and management (350+ volunteers). 2 training projects development included.

### Spectator Services and Experience Supervisor

2020 UEFA EURO Local Organizing Committee

04/2021 - 06/2021

Saint-Petersburg, Russia

*Achievements/Tasks*

- Operational Policies and Procedures development.
- Responsible for training and adaptation of a team of 560+ volunteers.
- Responsible for managing a team of 4 team leaders and 100 volunteers in 7 match days.
- 4-days volunteer training project development for a team of 560+ volunteers (both in English and Russian languages).

## ❖ SKILLS

Project Management

Leadership

Business English

Critical thinking

## ❖ LANGUAGES

Russian

*Native or Bilingual Proficiency*

English

*Full Professional Proficiency*

Spanish

*Elementary Proficiency*

## ❖ ACHIEVEMENTS

Achievement Name

## ❖ WORK EXPERIENCE

### **BRICS Delegations Liaison Officer**

**Congress**

*01/2020 - 03/2021*

*Organization of international business and cultural events*

*Saint-Petersburg, Russia*

*Achievements/Tasks*

- ❖ Full support of high-level foreign delegations at events within the framework of BRICS and SCO associations (face-to-face and online meetings).
- ❖ Organisation of logistics directly with ministries, departments, as well as embassies of Russia, Brazil, India, South Africa, China and Pakistan.
- ❖ Full cycle of preparation of the hand-outs for delegations (translation and communication with designers included).

### **Spectator Services Manager**

**2019 FISU 29th Winter Universiade Executive Directorate**

*01/2019 - 03/2019*

*Krasnoyarsk, Russia*

*Achievements/Tasks*

- ❖ Spectator service venue operational plan development.
- ❖ Organising an accessible environment for spectators of all categories.
- ❖ Volunteer training and management of a team of 200+ volunteers.

## ❖ VOLUNTEER EXPERIENCE

### **Spectator Services Team Leader Volunteer**

**2017 FIFA Confederations Cup Russia Local Organizing Committee 2018 FIFA World Cup Russia Local Organizing Committee**

*06/2017 - 07/2018*

*Saint-Petersburg, Russia*

*Tasks/Achievements*

- ❖ Organising an accessible environment for spectators with disabilities at the Venue (providing services and information support for spectators).
- ❖ Management of the "Services for Spectators" volunteers team, resulting in quick response of the team in the event of emergency and conflict situations.
- ❖ Developing and conducting a series of training and motivational events for volunteers.
- ❖ Planning operating activities and developing instructions and emergency response plans.

## ❖ EDUCATION

### **Teaching of Foreign Languages**

**The Herzen State Pedagogical University of Russia**

*Saint-Petersburg, Russia*

*Saint-Petersburg, Russia*

### **Erasmus+, English language and literature**

**Trnava University**

*Trnava, Slovakia*