



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.

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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

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).

WORK EXPERIENCE

BRICS Delegations Liaison Officer Congress

01/2020 - 03/2021

Saint-Petersburg, Russia

Organization of international business and cultural events

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