

# ANASTASIA PANKINA

## SUMMARY

I thrive in creative environment, and it's a good thing I bring it with me to every project. I know what makes a good idea and what it takes to bring it to its full implementation.

## SKILLS

Writing · Editing · SEO ·

Market Research ·

Project Management · Communication ·

Strategy · UX writing

## INDUSTRY EXPERTISE

6+ years brainstorming and creating content both with agencies and in-house.

## LANGUAGES

English Proficient

Russian Native

German Beginner

## PASSIONS

💎 Engaging and meaningful content

💎 Brand identities that don't quit

💎 Sitcoms

💎 Pretending to be local in my travels

## Content Marketing Manager

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🌐 <https://www.linkedin.com/in/anapankina/>

## EXPERIENCE

### Content Lead

05/2022 - 01/2023

#### HUMANS

HR-tech startup

- Established relations with 120+ Web3 bloggers and opinion makers, resulting in content syndication
- Managed editorial and social media content for 30k monthly unique users
- Maintained company's local website, created content and 2 newsletters
- Directed team of 3 (designer, performance marketer, and writer) straight into generating leads
- Produced 12 episodes of "Work-to-Earn" podcast, converting guests into business partners

### Digital Marketing Manager

06/2021 - 04/2022

#### Intella

IT recruitment agency

- Attracted 10k+ users to a chatbot in a month with creative marketing campaigns and several successful podcast appearances
- Led 50+ partnership integrations with bloggers on IG, TikTok, and TG
- Led the design of 12 websites for franchise
- Designed a B2B email campaign that resulted in onboarding 3 crucial clients
- Conducted market research and introduced the company to 4 foreign markets

### Copywriter

02/2018 - 06/2021

#### Dentsu Aegis Network

Creative agency

- Conceived, developed and produced effective content for clients social media channels, blogs, and web pages to increase site traffic by 27%
- Directed 4 designers and 3 freelance copywriters in the production process of projects in charged
- Contributed to 25% of winning pitched strategies by the agency
- Selected and onboarded influencers and bloggers for advertising integrations with brands
- Constantly analyzed current trends to produce meaningful content in line with brand's identity

## KEY ACHIEVEMENTS



### Build a company's brand from scratch

When I came on board, HUMANS was just an idea. I created and described the brand that got recognized by the Web3 community in just 2 months. I think it's pretty dope.

## EDUCATION

### Literature (BA)

09/2011 - 07/2016

#### Bard College