

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	<div style="width: 80%;"></div>
Russian	Native	<div style="width: 100%;"></div>
German	Beginner	<div style="width: 20%;"></div>

PASSIONS

- ❖ Engaging and meaningful content
- ❖ Brand identities that don't quit
- ❖ Sitcoms
- ❖ Pretending to be local in my travels

Content Marketing Manager

📞 +79117842805 🎬 nst.pnkn@gmail.com
🔗 <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 charge
- 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