

ALEXANDER REVIKIN

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Languages:

- Mother tongue English
- Proficient Arabic, Russian, French and Spanish

Education:

University of Durham (2015-2019): BA in Combined Honours in Art (Arabic, Spanish, International Relations and History of Art)

- First Class Honours

Winchester College (2010-2015):

- Cambridge Pre-Us (A-level equivalent):
 - Russian (Distinction 1)
 - Spanish (Distinction 1)
 - English Literature (Distinction 2)
 - Mathematics (Distinction 3)
- GCSEs:
 - 8 A*s and 1 A including English and Maths

Professional Qualifications:

Cambridge English Level 5 Certificate in Teaching English to Speakers of Other Languages (CELTA) (QCF).

Work Experience:

March 2018- Present: Co-Founder of Arab Financial Inclusion Innovation Prize (AFIIP).

- Identifying opportunities in the Arab world to innovate the microfinance sector to further financial inclusion.
- Establishing connections within the Arab microfinance and innovation sectors to promote the prize and find ways to expand its impact.
- Producing a sound financial budget and business proposal to secure \$75,000 of investment for the 2018 prize, including from the World Bank.
- Using past experience and proactive research to expand the initiative for 2019, with the aim of raising \$125,000 this year.

December 2017- Present: PR director for Larissa von Planta.

- Building the brand of a sustainable fashion line in Beirut, Lebanon.
- Securing brand exposure through the press and high-quality marketing materials which I designed and authored.
- Converting this marketing strategy into the full sale of the debut collection, amounting to over \$20,000.

May 2018- June 2019: Head of PR/Marketing for the Durham University Charity Fashion Show (DUCFS)

- Successfully managing the PR and marketing for the largest student-led fundraiser in the UK, raising £150,000 for the Environmental Justice Foundation.
- Leading the diversification of brand strategy and marketing campaigns to expand the tangible impact of DUCFS. This included coordinating community outreach programs, hosting a Festival of Sustainability and editing the first edition of a DUCFS magazine to further engage the public with the movement.
- Coordinating the different charitable, creative and activist elements of the movement to build a consistent and authentic brand image, grounded in the fundraising aims of the movement.

June - August 2017: Marketing Intern at L'Oréal UKI.

- Developing a commercial awareness of the UK skincare market.
- Conducting a wide range of competitor analyses, interpreting raw financial and sales data and using these to inform a marketing strategy.
- Organising the marketing for a weekend-long festival, resulting in 25% sales increase from the previous year.
- Managing two charity campaigns, acknowledging the importance of corporate social responsibility and community outreach for big business.

June-August 2016: Intern at The Council for Arab-British Understanding (Caabu), London.

- Assessing global political and economic affairs and analysing their impact on UK policy.
- Writing several reports on the current political situation in the Middle East and the state of refugees.
- Compiling a relevant news digest each morning from the main broadsheets, distilling a large amount of information into a succinct summary for the readership of over 1000.

Skills and further interests

- Highly competent user of Microsoft Office: Word, Excel and PowerPoint
- Competent user of Adobe InDesign and Illustrator
- Keen long-distance runner, hiker, singer and writer.