



26.02.1995

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# ANASTASIA PAKHOMOVSKAYA

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## **EDUCATION**

2017 - Present (Expected graduation date October 2019)

Master of Arts major in Brand Management (M.A.)

Macromedia University, Berlin, Germany

2013-2017

Bachelor of Arts major in Media and Communications and minor in Psychology  
Webster University, Geneva, Switzerland

2010 - 2013

American High School Diploma  
Leysin American School, Leysin, Switzerland

## **WORKING EXPERIENCE**

June - August 2016

Vivalex Media GmbH

Intern as Journalist/Photographer/  
Social Media Coordinator

Description: I was working in the Internet informational portal based in Berlin. My duty was to write everyday articles, news updates, along with taking photographs and uploading it on the website.

May - August 2018

Maison Baum

Intern in Digital Marketing

Description : I was working in a company that was designing comfortable high heels for women. I did a detailed research of the market and competition analysis, built customer profiles, wrote newsletters, created a posting plan for social media.

## **VOLUNTERING**

2016-2017

International Women's League for Peace and Freedom, Geneva, Switzerland

Volunteered in building a data base and managing social media along with raising awareness about the organisation.

## **ABOUT ME**

Imaginative, dedicated and diligent Brand Management student seeking experience in a company where I can use my talents and skills in social media to develop and grow brand's demand on the market. Studying Brand Management has motivated me to develop such skills as Critical Thinking, Team Work, Flexibility, Project/ Time management and Efficiency.

## **LANGUAGES**

Russian, Native  
English, Fluent  
German, Intermediate,

## **SKILLS**

Iwork (Pages, Keynote, Numbers)  
Microsoft Office ( Word, Excel, PowerPoint)  
Adobe Indesign  
Adobe Photoshop  
Magazine Layout  
Adobe Acrobat  
Blurb  
Canva  
Social Media Operation  
Photography

## **ACTIVITIES AND EXPERIENCES**

October 2017 - January 2018

Ergo Group Insurance Company  
Developed a prototype of an insurance for Digital Nomads

March 2018 - June 2018

Blacklane GmbH Berlin  
Introduced solutions for brand improvement, worked on BlackLane Pass

October 2018 - February 2019

KODAKOne  
Developed innovative designs, Improved Brand Awareness

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