**Anton Krasnov**

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**SUMMARY OF QUALIFICATIONS**

•  One year of creative agency experience

•  University degree in Public Relations at Mount Saint Vincent University (Halifax)

•  Computer skills include: MS Office, Adobe Creative suite, HTML5; social media savvy

•  Fluent in English, Russian and Ukrainian, beginner French and Spanish

**WORK EXPERIENCE**

January 2013 – present

**Digital Coordinator** (part-time)

Risport | Kyiv, Ukraine

* Designed, updated and maintained the company’s website www.risport.com.ua
* Developed all types of online content such as news, articles, product description and pictures
* Provided communications between headquarters, brand ambassadors and official distributors

September 2015 – May 2016

**Events Coordinator**

MSVU International Student Society | Halifax, NS

* Developed better conditions for international students at MSVU by negotiating with international students and addressing their concerns and proposals to the board
* Coordinated various events from orientation to fundraisers to Multicultural Night 2015 that raised $12,000 in total for the needs of the society
* Participated in budget management and funds allocation including donations to International Office of MSVU, Canadian Cancer Society and Syrian Refugee Program in Nova Scotia

**Communications Assistant**

May 2015 – August 2015

Annapolis Valley Regional Library | Bridgetown, NS

* Prepared annual report 2015 and created a strategic plan that helped to bring over 2,000 new social media followers and increase the annual income by $100,000
* Designed and edited newsletters as well as wrote press releases that were published both online and on paper in major local media like Nova News Now
* Developed various types of marketing content such as business cards, brochures, posters, banners, promo material etc saving the employer $2,000 on graphic design services

September 2013 – August 2014 2016

**Intern, Account Executive**

Pleon Talan | Kyiv, Ukraine

* Worked with monthly and semi-annual reports for Honda and Acura to evaluate public awareness of the brands
* Organized launches and official presentations for Acura and Pedro del Hierro that got mentioned in 500 publications and 15 TV programs generating a ROI ratio of 8,64
* Edited press releases for Esquire, Cosmopolitan, Harper’s Bazaar, Honda,

Acura and Pedro del Hierro that were regularly published in local media

**VOLUNTEER EXPERIENCE**

**Media Team Assistant**

July 2016

Capital Ukrainian Festival | Ottawa, ON

* Prepared interviewees for official interviews
* Organized the schedule
* Assisted in videotaping

**EDUCATION**

September 2014 – May 2016

**Master of Public Relations**

Mount Saint Vincent University | Halifax, NS

September 2010 – May 2014

**Bachelor of Arts**

Taras Shevchenko National University of Kyiv | Kyiv, Ukraine

* Major in Public Relations
* Minor in International Affairs

**AWARDS AND RECOGNITIONS**

* Society of the Year 2016 award (Mount Saint Vincent University; April 1, 2016)
* MSVU Men’s Soccer Varsity Athlete (Sept 1, 2014 – May 20, 2016)