



Anastasiia Kozhukhar

Brand Strategist & Project Manager

CONTACTS

+49 176 97787961

stasia.kozhukhar@gmail.com

Rudower Str. 49
12257 Berlin

EDUCATION

Projektmanagement (IPMA Level D) Agiles Projektmanagement (PSM I & PSPO I)

CBM Projektmanagement GmbH, Berlin
2023-2024

Digital Marketing International Marketing Business Academy, Kyiv

2020-2021

SMM und Marketing Free Educational Platform, Kyiv

2016

Master's Degree in Management of Foreign Trade Activities

Kyiv National University of Trade and
Economics
2005-2010

WORK EXPERIENCE

Strategist, Marketing Consultant & Project Manager
Freelancer 2023-2024

Developed brand and customer strategies by analyzing client needs and creating actionable plans to achieve their business goals.

Coordinated cross-functional teams to implement strategies across marketing, sales, and customer service.

Designed and executed digital tools, including landing pages, multi-page websites (templates, Webflow), chatbots, and comprehensive online communication strategies.

Portfolio: kozhukhar.com/portfolio

Project Manager & Curator
Photo Exhibition Ukraine.Resilience 2022-2024

Developed the concept, organized, and executed two photo exhibitions in Berlin:

February–March 2023 – Gallery Room 48;

August 2022 – Bethanien Art Quarter, Studio 1

Coordinated exhibition logistics and promoted the events via social media.

Instagram: [@ukraine.resilience](https://www.instagram.com/ukraine.resilience)

Brand & Digital Communications Manager
Wine Bureau 2020-2022

Developed brand and communication strategies for the HoReCa department.

Designed and implemented digital strategies to enhance brand presence.

Managed HoReCa communication channels: Facebook, Instagram, Telegram.

Led project management for redesigning the e-commerce platform to improve UX.

Links: [Website](#), [Instagram](#), [Telegram](#), [Facebook](#)

Founder & Project Manager
Casting studio & talent agency JAM 2012-2017

Organized and managed casting processes, selecting actors and models for commercials, films, social projects, short films, and series.

Built strong client relationships and delivered results for leading production studios.

Facebook: [@jamgroup.in.ua](https://www.facebook.com/jamgroup.in.ua)

COMPETENCES AND SKILLS

Project management

Certified Project Manager (IPMA Level D)

Professional Scrum Master I (PSM I)

Professional Scrum Product Owner I (PSPO I)

Language skills

English: C1 (Advanced)

German: B2 (Intermediate-Advanced)

Russian and Ukrainian: Native proficiency

Development of strategies

Brand & Communication Strategies

Digital Marketing Strategies

Social skills

Honesty, reliability and loyalty

Strong communication skills