



## PORTFOLIO, BIO, & INFO



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# CREATIVE PRODUCER, SMM & CONTENT LEAD

# ALEXANDER SLAVIN

## Full-time Work Experience

### Creative Producer

SMP Racing

May 2021 – Mar 2022

Produced **100+** videos for **YouTube** and **Instagram**, implementing **new brand identity**. Grew YT and Instagram **following by 120%** and **engagement by 220%** through **content strategy optimization**. Led **creative direction** for seasonal campaigns reaching **2M+ impressions**

### Video Producer & Editor

Spektr Press – Journalists Res. Centre

May 2022 – May 2024

Produced **150+** investigative, political, and art-related **video pieces**, generating **4M+ total views**, produced **YT channel (from 0 to 30k subs organically)** and **Facebook (260k+ subs)**, increasing **total subscriber base by 700%**. Built a **visual social media presence** for the brand.

### Social Media Marketing & Content Lead

KasCapital

Aug 2024 – Nov 2025

Led **social media across 4 platforms**. Produced **50+ content pieces per month**, with an average **engagement rate of 6-10%**. Developed **brand voice** and **visual identity**. Gained **3.7K subs** and **2.3M views on YouTube channel organically** and **20K total following**.

## Biggest Projects & Achievements

### Video Production for Nike Russia

Mar 2017 – Apr 2018

Produced **10+ branded videos** for digital campaigns reaching **12M+ total views on YouTube**.

### CIS Digital Market Expertise for Media Partisans

Jun 2020 – Aug 2021

Provided **consulting on digital content** for **15+ brands** and optimized digital content strategy.

### YT Producer & Influencer Manager for OneFootball

May 2018 – Dec 2018

Managed commercial **content production & ads** for **20+ football influencers** in CIS market.

### Founder & Creator for SOCCER Media & PlayМейкеры Content Org

Oct 2015 – Present

Solo **produced 1000+ videos**, gained **100K+ total subs**, and **22M+ organic views** from scratch. **Built a football content organization** and brand with **500K+ combined social media following**.

## Key Skills

Video & Content Production

Journalism & Writing

Design & Photo

Social Media & Digital Marketing

Media Strategy

AI content production

## About me

I help brands **tell authentic stories** that connect across cultures. With **10+ years in video production, journalism, and marketing**, I've worked with global names like **Nike, Red Bull, and OneFootball**, as well as startups and creators across Eastern Europe. From million-dollar campaigns to solo projects, I combine creative storytelling with strategic insight to help brands engage audiences worldwide.

## Languages

Russian - Native

English - Fluent (C1/C2)

Serbian - Intermediate (B1/B2)

German - Beginner

## Education

**Bachelor of Journalism** (Faculty of Communication Management)

Russian State Social University 2014 – 2019

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Dear Hiring Team,

My name is Alexander, I'm a 29-year-old creative producer, videographer, digital and social media marketing specialist currently based in Belgrade, Serbia. Over the past 10 years, I've specialized in video production, content strategy, and digital marketing, working with major brands like Nike, Red Bull, OneFootball, and SMP Racing.

Most recently, I led social media strategy at prop-trading company KasCapital for over a year, developing a strong brand from scratch. Before that, I spent two years at independent media Spektr Press creating video content, and worked at SMP Racing sports team, overseeing video production and brand identity refresh.

Beyond full-time positions, I've worked on impactful freelance projects, including video production campaigns, influencer management, and digital content consulting for Nike Russia, OneFootball, Red Bull, Guerilla Games, 100 Thieves, and other various brands. I've also worked with international marketing agencies providing expertise in the Russian-speaking digital market. I founded my own football channel with 100k+ total subs and 22m+ views, and founded a content organization with 500k+ combined following.

For the past 4 years, I've been based in Belgrade, Serbia, after I was forced to leave my country because of my political views. I'm open to relocation if the position requires it, but simultaneously very comfortable working remotely from my personal studio and home office.

My journalism background (BA in Journalism from the Russian State Social University) extends into academic research as well. I participated in two research projects by the Russian Science Foundation studying social networks, modern media, collective and artificial intelligence. I've published several Scopus-rated academic papers and presented at major international conferences, which deepened my understanding of digital communication, audience behavior, and AI implementation.

I'm fluent in English and Russian, with intermediate Serbian and beginner German. You can explore my full portfolio and projects via the QR code in my CV.

I'm confident I can bring valuable expertise to your team while continuing to grow both professionally and personally with your company.

Alexander Slavin