



PORTFOLIO, BIO, & INFO



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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.

Legal information

Date of Birth: May 18th, 1996

Nationality: Russian

Now based: Belgrade, Serbia

Languages

Russian - Native

English - Fluent (C1)

Serbian - Intermediate (B1)

German - Basic (A2)

Education

Bachelor of Journalism
(Faculty of Communication Management)

Russian State Social University
2014 – 2019

@KidSlavin

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CREATIVE PRODUCER, SMM & CONTENT LEAD ALEXANDER SLAVIN

Full-time Work Experience

Content Creator & Creative Producer

EPODEX GmbH,

Dec 2025 – Mar 2026

Produced **AI-powered content** and **UGC for social media** targeting **12+ languages** across **European and North American markets**. Developed creative concepts and video/graphic content for **Meta Ads**. Implemented **AI tools** for optimization while ensuring brand consistency.

Social Media Marketing & Content Lead

KasCapital & XP Bee

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**.

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.

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**

Selected Freelance Projects

Video Producer

Nike Russia

Mar 2017 – Apr 2018

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

CIS Digital Market Expert

Media Partisans GmbH

Jun 2020 – Aug 2021

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

YT Producer & Influencer Manager

OneFootball

May 2018 – Dec 2018

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

Founder & Creator

SOCCER & 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

ALEXANDER SLAVIN

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Dear Hiring Team,

I'm Alexander, a 30-year-old creative producer and social media specialist based in Belgrade, Serbia. Over the past 10 years, I've specialized in video production and digital marketing, working with brands such as Nike, Red Bull, OneFootball, and other international companies and agencies.

Most recently, I produced AI-powered content for German company EPODEX and led social media for prop-trading company KasCapital, building their brand from scratch. I've also worked at Spektr Press and SMP Racing, consistently delivering measurable growth, 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+ total following.

My journalism background and BA extend into academic research. I participated in 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. This deepens my approach to storytelling and audience engagement.

I'm fluent in English and Russian, with intermediate Serbian and beginner German. I'm open to relocation or remote work from my studio in Belgrade, where I've been based for the past four years.

I highly recommend checking out my portfolio via the clickable QR code. I'm confident I can bring valuable expertise to your team.

Best regards,
Alexander Slavin

