



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.

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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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