

## OKSANA HOLIK

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**Candidate of Sciences in Social Communication,  
Associate Professor of the Department of Advertising and Journalism**

Profile of the scientist in international bases:

[ResearcherID](#), [GoogleScholar](#), [ORCID](#)

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**RESEARCH EXPERTISE:** covers problems of copywriting, speechwriting, ethics in advertising.

**COURSES:** “Copywriting”, “Speechwriting”, “Fundamentals of Editing”

### ACADEMIC DEGREES:

- PhD in Social Communication, Taras Shevchenko National University of Kyiv, 2009
- MS, Taras Shevchenko National University of Kyiv, 2006
- BS, Taras Shevchenko National University of Kyiv, 2004

### ACADEMIC TITLES:

- Associate Professor, 2015

### ACADEMIC APPOINTMENTS:

- Vice-dean of the Faculty of Trade and Marketing, Kyiv National University of Trade and Economics, since 2016
- Vice-dean of the Faculty of Economics, Management and Law, Kyiv National University of Trade and Economics, 2012 – 2016
- Associate Professor of the Department of Advertising and Journalism, Kyiv National University of Trade and Economics, since 2018
- Associate Professor of the Department of Marketing and Advertising, Kyiv National University of Trade and Economics, 2011 – 2018
- Senior Lecturer of the Department of Marketing and Advertising, Kyiv National University of Trade and Economics, 2010-2011
- Assistant Professor of the Department of Marketing and Advertising, Kyiv National University of Trade and Economics, 2009 – 2010

### AWARDS AND HONORS:

- Kyiv National University of Trade and Economics Award on high professionalism, 2014
- Desnianska regional City Council Award on reforming of higher education, 2013
- Kyiv National University of Trade and Economics Award on high professionalism, 2012

**HOBBY:** volleyball, dancing, knitting.