

Irina Fedorishina
Date of birth: April 12, 1958
Contacts: ifedorishin@gmail.com



Qualifications:

Successful experience in managing editorial offices, business analytical magazines, advertising agency, marketing departments, PR, promotion, planning and holding marketing research projects, developing projects for creating and promoting trademarks of various companies, developing advertising strategies, holding PR campaigns, presentations and press conferences. Designing and promoting trademarks, creative ideas and concepts.

PhD in Psychology;
Associate professor;
Languages: Russian - native, Ukrainian - native English - intermediate, French - basic.

Job Experience:

Now – Associate Professor, Department of Marketing, the Kiev National University of Trade and Economics.

Academic Courses: Journalism, Public Relations in specific Industries, Consumer Behavior, Marketing Research in Advertising and PR, Professional Ethics, Corporate Public Relations, Psychology of Branding, Journalistic Creativity, Editing of scientific texts etc.

June 2008 – September 2012

CEO, the “Economic Media Group”

January 2008 – September 2012

Editor in Chief, business magazine «Status. Economicheskie Izvestiya»

March 2005 – March 2007

Editor in Chief, business magazine «Companion»

September 2003 – February 2005

Managing partner, general manager, advertising agency «AVA Brand Factory»

June 2003 – August 2003 (projects)

Head of marketing, trade house «Stary Druzhe»

October 2002 – May 2003

Head of marketing and PR, company «ZMK»

August 1999 – October 2002

Head of PR, advertising agency «AVA» (Ukrainian branch of the TBWA/AVA)

August 1997 – June 1999

Head of PR, advertising agency «Alter-V» (Ukrainian branch of the TBWA/AVA)

May 1997 – August 1997

Marketing manager, «Oriflame-Ukraine» (projects)

April 1995 – May 1997

Head of advertising, analyst, project manager, «Socis-Gallup»

November 1994 – April 1995

Advertising expert, bank «Ipotechny» (projects)

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March 1994 – November 1994

PR manager, «Mercury Globe Ukraine» (projects)

August 1990 – August 1994

Senior Researcher, Head of Research Laboratory, the Institute of Psychology, the Ministry of Education of Ukraine

August 1981 – April 1987

Junior Researcher, the Kiev Institute of Culture

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