

ANASTASIYA LIUBYCHENKO

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Personal Summary

A hard-working and ambitious individual willing to constantly learn and not afraid of challenges. My key strengths are communication, building strong interpersonal and professional relationships and daring to achieve the best results possible.

Education

University of the Arts London | MA Media and Communication in Fashion | 2024-2025

- Experiential Ecologies: rendering, blueprints, world building and animating via Unreal Engine
- Prototyping Practices: visual programming & creative coding via Touch Designer, Generative Ai
- Emergent Futures: storytelling, creative direction, filmmaking and communication
- Elective Module: Politics in Fashion

The University of Exeter | BSc Marketing and Management with Proficiency in Entrepreneurship | 2021-2024 | Honours II:1

Taunton School | Higher National Diploma | 2016-2021

BTEC Level 3 National Extended Diploma in Business : A*A* | Advanced Level Fine Art : A | Ten GCSE and iGCSE subjects

Certifications & Awards

2023: Hubro Sustainable Business Simulation Certificate

2022: The Development Award for Execode - Coding Pillar at the Exeter Entrepreneurs Society

2021: The David Balfour Brighton Cup for Business Studies: awarded at the Commemorative Prize Giving

2020: Peer Mentoring Certification | Fine Arts Scholarship | Young Enterprise Somerset Regional Finals featured on BBC News

Professional Experience

Julie's Realty (LLC) | North Bay Village & Remote, FL, USA

Real Estate Agent's Marketing Assistant
04/2024 - 08/2024

- Automated emails with Flodesk to keep clients informed of property listings
- Increased open and click-through rates on Instagram
- Organised lease agreement signing and property rights transfer
- Conducted research on recently sold estates to determine competitive market prices

Harrods | London, Knightsbridge, UK

Sales Associate & Personal Shopper
06/2023 - 08/2023

- Utilised upselling and cross-selling techniques
- Organised exclusive penthouse experiences with the Harrods penthouse VIP suite for high-net-worth black tier clients
- Effectively handled till and inventory operations
- Reported feedback from customers to store management daily, aiding in the improvement of products and customer service
- Addressed and resolved customer complaints in a timely manner

Plus Cosmetic Surgery Center | Hollywood, FL, USA

Marketing Coordinator Intern
06/2022 - 08/2022

- Actively participated in marketing-focused staff meetings to address key areas of focus
- Enhanced targeting and increased customer acquisition by creating updated customer personas and implementing tailored marketing strategies
- Created informative TikTok content (Q&A format) and secured a promotional collaboration on Instagram with a local influencer, Verity Miller

Tropik (LTD) | Khmelnytskyi, UA

Sales Manager Assistant
06/2020 - 08/2020

- Assisted in achieving short term sales targets through coherent strategy development
- Communicated with procurement to ensure flawless supply chain processes
- Coordinated B2B logistics, such as timely delivery of products to supermarkets
- Leveraged CRM data to create better tailored emails and track sales performance

Skills

- Problem Solving & Critical Thinking
- Ability to work independently and as part of a team
- Communication & Interpersonal skills
- Event Organisation & Coordination
- Strong high-level networking skills with a demonstrated ability to maintain professional relationships
- Exceptional Customer Service

Tools

SPSS Statistics | Microsoft Excel | Power Point | Flodesk | Buffer | Notion | Canva | Figma | Graphic Design | Blender | Unreal Engine | Adobe: Illustrator, Photoshop, Premiere Pro

Languages

Ukrainian: native | **English:** fluent | **Russian:** fluent | **Spanish:** beginner

Hobbies and interests

Former National Level Ballroom and Latin Dancer | Content Creation | Photography | Editing | Modelling | Horse Riding | Polo Tennis | Padel | Swimming | Pilates | Psychology | Sales

Volunteering

Fundraising Concert 'Play for Ukraine' | Cavern, Exeter | May 2022: Organised, promoted, and managed the event, involving three student music bands, reaching full venue capacity and donating all proceeds to the 'Come Back Alive' Fund

NGO Quasar | Remote | Mar 2022: Coordinated news translation, review and publication by global media outlets

Media | Exeter | Mar 2022: Interviewed by BBC News and Smiley Movement; authored articles for Exposé

National Citizenship Service (NCS) | Bideford | Oct 2019 - Nov 2019: Coordinated gardening at the Musgrove Park Hospital

Extra-curricular activities

Media & Communication in Fashion Course Committee | University of The Arts London | Sep 2024 - Sep 2025
Attended several committee trainings and termly forums to enhance the student learning experience. Raised feedback on teaching, assessments, resources, and course organisation to academic staff and the Students' Union.

Head of Finance | The University of Exeter Ukrainian Society | Jun 2022 - 2023 and European Society | Jun 2023 – 2024

Creative Director & Event Coordinator | Elysium Entertainment Social Club | Feb 2023 – 2025
Conceptualised event themes, negotiated and secured sponsorships (e.g. Red Bull), developed promotional strategies and cultivated multi-platform brand presence across Instagram, TikTok, Fixr and Linktree

The Startup Pre-Incubator Programme Member: University of Exeter | Jan 2022 - Mar 2023
Completed an extensive eight-stage training program, conducted idea development meetings, attended masterclasses, developed and launched my own contemporary jewellery startup

Academic Representative | University of Exeter | Nov 2022 - Jun 2023
Successfully completed a three-stage Core Representative Training program, enhancing the student learning experience through effective communication and cohesive teamwork with staff and colleague

Welfare Officer | University of Exeter Football World Cup Society | Sep 2022 - Jun 2023
Supported the emotional well-being of society members leveraging my prior experience in peer mentoring and strong interpersonal and listening skills

Head of Marketing | University of Exeter Entrepreneurs Society | Jun 2022 - Jun 2023
Managed societies' social media accounts with Buffer, designed promotional content with Canva, set up direct email marketing and
Young Enterprise | Taunton School | Feb 2019 - Mar 2020
Gained practical knowledge establishing and managing a business as a team. Created advertisements, social media profiles and a website for our edible biodegradable cup venture – BisCup