



## CONTACT

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Telegram: @pollyhop

## SKILLS

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Adobe Photoshop (basic),  
Brand Analytics, Google  
Analytics, html (basic),  
Radar, Sketch (basic), Trados

## LANGUAGES

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Russian — native  
English — full proficiency  
German — pre-intermediate

# POLINA PUSHINA

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## PROFILE

Over 15 years of experience in PR, communications, journalism, and localization at retail and tech companies. I've launched 20+ brands and in local and international markets. My areas of expertise are developing & executing communications strategy, media relations, and creating an impactful tone of voice.

## PROFESSIONAL EXPERIENCE

### TRANSLATOR, EDITOR

Hogarth & Ogilvy

Feb 2021 – Present

Localization services for an iconic IT company (English/Russian and vice versa).

- Transcreation of content for landing pages, blogs, newsletters, SEO pages, social media copy, and other marketing content and promotional materials
- Making sure translation appeals to the local market
- Editing, proofreading

### COMMUNICATIONS MANAGER

FinTech, freelance

Aug 2017 – Feb 2021

Developed and implemented communications strategy for fintech projects (crypto exchanges, wallets, ICOs)

- Built partnership with influencers and brand advocates in the crypto trading community
- Turned cumbersome tech texts into easy-to-read manuals, tutorials, and news
- Created and implemented strategy for the project development in Asian markets
- PR launch of tens of tokens on trusted crypto exchanges
- PR support for RedDigital advertising agency and MoeVideo ad network (2019–2020)
- Built brand identity, developed style guides to increase awareness
- SEO and paid media projects for b2b space increased website visits by 300%
- Built partnerships with respectful industry associations

## PR MANAGER

*Rive Gauche*, cosmetics retailer and distributor

Feb 2012 – Jan 2017

- Led digital marketing campaigns for major beauty brands, including annual budget planning
- PR launch of 20+ brands (Carven, Lee Stafford, Masaki Matsushima, Bliss, Fresh Line, Victorinox Fragrances, Xerjoff, private labels, etc.)
- Organized offline events, photo, and video shoots, created content for social media
- Executed hundreds of co-branded promo campaigns with major beauty brands with tremendous sales and brand loyalty increase
- PR activities around beauty awards with InStyle, Glamour, Cosmopolitan, and Allure magazines

## PR MANAGER

*Aromatny Mir*, retail

Jan 2011 – Feb 2012

- Increased audience on social media from 300 to 13 000+ followers
- Organized the contest and exhibition of art objects made of wine corks in the Erarta Museum of Modern Art (St. Petersburg) in cooperation with underground artists
- Implemented a new tone of voice for the retailer. Transformed the image of the corner shop into wine boutiques with a great choice of fine wines

## MANAGING EDITOR AND JOURNALIST

Lifestyle media outlets

May 2005 – Jul 2010

- Wrote, edited, and translated articles, reviews, commercials
- Conducted over 30 interviews
- Searched for relevant news
- Launched the first *Rich & Fine* Magazine (partnership of *Rich Style* and *Fine Wine* magazines) that increased advertising activity by 40%

## EDUCATION

### MASTER OF PHILOLOGY

St. Petersburg State University

2008 – 2010

### BACHELOR, INTERNATIONAL JOURNALISM

St. Petersburg State University

2004 – 2008

### SIMULTANEOUS INTERPRETATION CERTIFICATE

St. Petersburg State University

2019