**Vladimir Umnov**

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# DIGITAL PROJECTS • SOCIAL MEDIA • DIGITAL MARKETING

**Summary of Qualifications**

* Digital Media Marketing postgraduate certificate with honors, Master degree in Journalism
* 8 years in Digital Media; 10+ years in media business (TV, online, daily newspapers, magazines)
* 10+ years in project and operational management, demonstrated multi-tasking skills under pressure
* Excellent communication and organizational skills with strong problem-solving experience
* Extensive background in business analysis, consulting, launching of new projects
* Advanced knowledge of Social Media platforms (Facebook, Twitter, Instagram, Google+, LinkedIn, YouTube, Pinterest), Google Analytics Certification, SEO, Google AdWords, Google Display Network
* Skills in WordPress, Microsoft Office (MS Word, Excel, Access, PowerPoint)

     

**Professional Experience**

**Creative Producer October 2016 – Present**

##  AVZ Studios, Toronto

## Created and launched [*1000 Towns of Canad*a](http://www.1000towns.ca) digital project, *All Small Towns of Canada in one place*

* Launched website on WordPress platform
* Prepared digital media plan and launched social media campaign
* Created and launched project pages on Social Media platforms (Facebook, Twitter, Instagram, Google+, LinkedIn, YouTube, Pinterest)
* Promoted, monitored and evaluated project using SEO, Google Analytics, Google Ads, Facebook/Instagram Ads

**Digital Media Specialist (Co-op Program) May – August 2016**

## Ontario HIV Treatment Network, Toronto

## Re-created and launched *Project Remember, Canadian HIV/AIDS History Digital Timeline*

* Prepared Social Media campaign to engage target audience
* Conducted survey before launch of project. Monitored, evaluated, tuned campaign results

**Deputy Editor-in-Chief 2011 – 2015**

## VID TV Company, Moscow, Russia

* Produced production of TV Show [Wait for Me](https://poisk.vid.ru/), Channel One, Russia, [TOP-10 popular TV Shows overseas](http://content.time.com/time/specials/packages/article/0%2C28804%2C1971133_1971222_1971220%2C00.html), *Time* magazine. Lead of company’s online business, including:
* Optimized project’s online search engine with 2+ million unique accounts
* Launched project’s official pages on Social Media ([Facebook](https://www.facebook.com/%D0%96%D0%B4%D0%B8-%D0%BC%D0%B5%D0%BD%D1%8F-1733798160180741/), [VKontakte](https://vk.com/jdi.menya), [Odnoklassniki](https://ok.ru/group/52677088247981))
* Developed franchise business; negotiated with partners in Eastern Europe, Israel and Kazakhstan

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**Professional Experience Continued**

**Sr. Director, Strategy & Innovation 2006 – 2011**

Managing Company Number One, Moscow, Russia

* Developed and implemented consulting projects for large corporations and government agencies
* Conceptualized series of university’s courses *Innovative Business Investment* for Higher School of Economics and Moscow Institute of Physics and Technology, Russia
* Developed and managed company’s online business strategy and web resources
* Managed relationships with various stakeholders including business, government agencies and non-profit organizations

**Editor-in-Chief 2000 – 2003**

VREMYA MN Daily Newspaper, Moscow, Russia

* Demonstrated strong leadership skills by increased daily newspaper circulation by 40% in two years
* Led a team of 60+ journalists gaining problem-solving experience
* Developed and executed digital version of daily newspaper to attract new audience
* Managed relationships with shareholders, financial and business stakeholders, government agencies

**Other experience**

* Six years’ science Journalism experience; first articles about HIV/AIDS in Russian media; etc.
* Three years’ experience as a reporter for the daily newspaper KOMSOMOLSKAYA PRAVDA (the largest daily newspaper in Russia with a circulation of 23 million copies)

**Education**

**Advanced Google Analytics 2017**

Certificate

**Digital Media Marketing 2016**

George Brown College, Toronto

Graduate Certificate with Honours

**Foundation of Digital Marketing Management 2015**

University of Toronto, Toronto

School of Continuing Studies

**Master Degree in Journalism 1981 – 1986**

Lomonosov Moscow State University, Moscow, Russia

Diploma Cum Laude