

Ekaterina Grekhova

Art Director

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Portfolio: www.grekate.com

About:

Creative project manager for over 12 years in advertising agencies. As an art director I launched around 50 advertising creative projects. Managed both in-house teams of up to 10 people and external contractors (approximately 20 people).

Top skills:

Programmes: Photoshop, Illustrator, Premiere, 3ds Max, Figma

Management: Agile, Scrum, Waterfall

Languages: English (C1) French (B1) Russian (Native)

Experience

June 2022 — Present
Novi Sad, Serbia

Project Manager in the field of design and communications
Design Diva PR · Self-employed

Remote collaboration format with creative, marketing agencies, and individual clients.

- I develop conceptual and strategic projects in the field of marketing and communications.
- I create a project backlog, assess risks, and prepare project documentation.
- I organize the production process of projects (website development, photo and video shoots, digital).

Skills: Marketing · Creative Concept Design · Adobe Photoshop · Adobe Illustrator · Adobe Premiere Pro · Autodesk 3ds Max · Shooting Video · Storyboarding · Presentations · Project Management · Art Direction · Typography · Advertising · Graphic Design · Visual Communication

September 2018 —
June 2022
3y 9m

Publicis Groupe

Creative agency Saatchi&Saatchi · Moscow · On-site

Senior Art director

- Developed strategic creative concepts to promote new products and conducted tactical advertising campaigns to support the existing portfolio of clients.
- Established long-term productive relationships with clients (organized weekly meetings to present market analysis, tactics, and proposals for improving work).
- Prepared and conducted presentations of developed concepts.
- Developed briefs and specifications for performers and contractors; selected project performers.
- Managed the entire production cycle of projects.
- Led project teams, both in-house and external contractors (up to 20 people). Assigned and decomposed tasks for the team, monitored deadlines, conducted risk analysis.
- Conducted an introductory course-practicum for interns (3 people).

Results:

- Initiated and supervised the development of the online game "Dirol Party Runner" for the VK mini apps platform (over a million of initiations).
- Created 6 advertising campaigns for new products (Mercedes A-Class, Mercedes GLS, Mercedes CLA, Head&Shoulders Derma XPro, Visa Partnership, Dirol packaging rebranding).
- Conducted 30+ campaigns to support clients' core products (Herbal Essences, Nivea, Pampers, Milka).
- Produced 20+ advertising videos and accompanying materials (prints, banners, CRM, social media posts, special projects.)

July 2014 –
July 2017
3y 1m

J. Walter Thompson (Wunderman Thompson)

Advertising agency · Moscow · On-site

Art Director

- Developed creative concepts for advertising campaigns.
- Prepared and conducted presentations of developed concepts to clients.
- Created briefs and specifications for performers and contractors; selected performers for the project.
- Managed the entire production cycle of projects.
- Prepared tender documentation.
- Managed project teams (up to 10 people).

Results:

- Won tenders (Bonduelle commercial, advertising campaign for BTB bank, outdoor advertising for Central Children's World, advertising campaign for Maximum Test educational center).
- Developed a visual chatbot in VK Messenger for Nestle Bonpari (over 40,000 contacts).
- Created advertising campaigns for new products (Supradyn, Teraflex, 48 Kopecks, BonPari).
- Conducted 25+ campaigns to support clients' core products (Bepanten, Calcemin, Elevit, Shell, KitKat, Avon, Nestle).
- Devised a new format for digital videos for social media.
Received 2 awards in competitions (1st place in the National Business Communications Award AKAR and Bronze EFFIE Award. Category: "New technologies in digital communications"), which improved the company's image).

Publicis Groupe

Advertising agency · Moscow · On-site

Junior Art director

May 2012 – December 2012 – Designer at Saatchi&Saatchi

January 2013 – January 2014 – Junior Art Director at Saatchi&Saatchi

January 2014 – July 2014 – Junior Art Director at Publicis Groupe

- Collaborated with a copywriter in generating ideas for advertising campaigns (Garnier, L'Oréal, Procter & Gamble, Coca-Cola, Kraft Foods, Campina, Fenistil, Procter & Gamble, Tele2, Old Spice).
- Prepared tender documentation (Won a tender for the Jacobs advertising campaign).
- Participated in photo and video shoots (Garnier photoshoot, produced digital videos for Nestle, Pampers, Head & Shoulders).

July 2007 –
May 2010
2y 8m

Kodak

www.kodak.com

Import manager in Planning department

- Planned supplies and purchases of photo products and offset plates in the Russian Federation
- Optimized current supply chains (established new interaction with the plant in Germany).
- Managed warehouse and customs documentation
- Worked in the SAP system (configured the interaction system with the plant systems in Germany).

Higher Education

2009-2012 University of Herfordshire (Moscow branch)
Graphic design and Illustration, Bachelor's Degree

2002-2006 Russian Foreign Trade Academy, Moscow
Foreign trade management, Bachelor's Degree

Certificates

2022-2023 Project management in IT
Yandex.Practicum

2018 UX&UI Design
British Higher School of Design, Moscow

2016 Digital Art Direction
British Higher School of Design, Moscow