

Vladimir Lavrukhin

Marketing & Digital Communications Manager

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Marketing & Digital Communications Manager with over 15 years of experience, specializing in marketing for cultural projects, art festivals and classical music artists and performers within CIS, Europe and Middle East regions. Proven track record in leveraging digital platforms, social media and content creation to communicate the unique artistic offerings of cultural projects effectively. Skilled in collaborating with artists, performers and stakeholders to develop impactful storytelling that resonates with diverse audiences. A passionate advocate for the arts, committed to showcasing the beauty and significance of cultural experiences through innovative marketing strategies.

WORK EXPERIENCE

Head of PR and Marketing Communications

June 2021 – Present

St. Petersburg Chamber Opera House | St. Petersburg, Russia

Implemented international cultural projects, showcasing the theatre's talent globally. Led a team of **6** specialists and **5** external agencies, and co-managed online and offline events.

- Launched effective advertising campaigns via social media, press releases and conferences, expanding project coverage and audience reach across Serbia, Estonia, Dubai, and various regions of Russia.
- Refreshed corporate identity, resulting in a **20%** increase in brand recognition and an appealing impression.
- Oversaw the launch of a new website and revamped social media strategy, **doubled** the social media follower count and increased website traffic by **40%**, resulting in an expanded online presence.
- Created and directed viral video campaigns, reaching over **1 million** views on the VK social network.
- Secured participant status at EXPO 2020 in the UAE (October 2021), leading to a remarkable program opening event, including a theatre tour as part of the official cultural program of the Russian Pavilion.
- Streamlined the sales system by enhancing coordination between our own e-commerce channels and partner networks, leading to a **20%** decrease in commission fees and a substantial 30% boost in total sales.

PR & Marketing Adviser/Consultant

April 2022 – Present

Various cultural projects and performers | St. Petersburg, Russia

Provided strategic guidance in media coverage, audience growth and SMM, including YouTube, to enhance their visibility and audience reach. Worked with Academic Orchestra, St.Petersburg, art festivals and other projects.

- Managed social media platforms, conducted press conferences, and facilitated media relations, resulting in a **20%** increase in online engagement and media coverage.
- Secured sponsorship funding, generating **\$50,000** in financial support for the orchestra's initiatives.
- Successfully coordinated a live TV broadcast of the orchestra's 135th-anniversary concert, attracting a full house with all **1,400** seats sold out.
- Developed a creative communications concept and managed merchandise, social media, PR and media relations for Children's Petersburg and Open Art festivals resulting in mentions in major media outlets.
- Coordinated coverage of festival performances and excursions by children bloggers, overseeing the production of a video blog that garnered **1.2 million** views.

- Achieved **300,000** views on Open Art festivals content through online broadcasts of performances and successfully facilitated the opening ceremony's television broadcast

Head of Marketing and Advertising

November 2017 – June 2021

United Documents Center | St. Petersburg, Russia

Built and led a team of 25 specialists in the marketing department and customer service. Led rebranding activities, PR, marketing and advertisement for online and offline channels.

- Developed and executed a comprehensive marketing strategy resulting in a **30%** increase in brand visibility and a **25%** improvement in customer engagement.
- Budgeted and controlled marketing expenses, achieving over a **50%** reduction in advertising costs.
- Effectively managed brand identity and reputation, ensuring consistent messaging and positive internal and external communication.
- Conducted marketing analytics to assess the effectiveness of offline and online advertising activities.
- Implemented information resources, including omnichannel customer support, enhanced website and SMM channels, while actively managing online reviews.
- Provided marketing, advertising, and PR support to services and maintained communication with esteemed foreign partners such as the Interparliamentary Assembly of the CIS, the UAE, France, Finland, neighbouring countries and the visa services provider VFS Global.

Head of Marketing

April 2013 – November 2017

Moroshka, Household Goods Stores | St. Petersburg, Russia

- Created and executed comprehensive marketing strategies, resulting in a **15%** growth in market share.
- Implemented visual merchandising and retail design projects, leading to an improvement in product visibility and an increase in sales.
- Produced compelling content and optimized digital marketing and e-commerce tools, driving a **40%** increase in online conversions.
- Orchestrated media collaboration and participated in international exhibitions.

Head of External Communications

August 2007 – April 2013

Jupiter Telecom, telecommunications company | St. Petersburg, Russia

- Spearheaded the development and promotion of corporate and product brands, executed promotional activities, and provided comprehensive PR support for the company's services and products.

EDUCATION

MA Media Management & Content Producing, National Research Tomsk State University, 2025

MBA Marketing & Sales, Synergy Business School, Russia, 2015

BBA in Advertising, Moscow Technological Institute, 2013

MA in directing and theatrical performances, University of Culture and Arts, St. Petersburg, 2007

CERTIFICATIONS AND COURSES

Marketing Director, SkillBox, 2021

MarCom and Advertising Tools, International Management Institute of Saint Petersburg, 2014

Visual Merchandising, JosDeVries, Netherlands, 2014
mini-MBA, Ernst & Young Academy of Business, 2012

LANGUAGES

English – proficient

Russian – native