



Samvel Khachaturian

Strategic director, creative director, speechwriter, producer
1M+ media projects, marketing, research, public speaking

Moscow, Russia
19. 12. 1983
+7 916 196 14 74
khachaturians@gmail.com
www.linkedin.com/in/skhachaturian

Video presentation(2 min):
markta.ru



EMG/Onegroup

The world's #1 agency according to MAA Globes 2015. Ad and marketing

Nov 2018 – Dec 2018

Presentation producer/speechwriter

- A to Z public speaking production for the annual and press meetups
- HR-metrics growth up to 30%

ref*: Anastasia Ponafidina
Head of HR

The Walt Disney Company Russia & CIS

Oct 2018 – Nov 2018

Keynote VFX artist

- A to Z motion design production for the annual EU presentation
- 1000+ visitors

ref: Elena Brodskaya
VP Studio Marketing

The Walt Disney Company Russia & CIS

Sept 2018 – Dec 2018

Presentation producer/speechwriter

- A to Z public speaking production for the annual partners conference
- 1000+ visitors

ref: Vera Lapina, Director
Ad Sales, Promotions and Alliances

OSOME Pte. Ltd., Singapore

Fintech, b2b. Online Incorporation, Secretary, Accounting & Tax

May 2018 – Aug 2018

Creative Marketing Manager

- Creative cross-marketing projects OSOME-OCBC Bank, storytelling and preproduction stages
- Qualitative and quantitative market research, corrections up to 15% to the fundamentals
- Data/Analytics-driven inputs to the production teams - product, sales & marketing

ref.: Victor Lysenko, CEO & Founder

The Moscow Kremlin State Historical and Cultural Museum and Heritage

May 2017 – Dec 2017

Creative director

Fold cost reductions by implementing analytics-driven production to the Government organisation.

Creative marketing, BTL for Lords of the Oceans: Treasures of the Portuguese Empire of the 16th-18th Centuries exhibition

ref.: Eleonora Kataeva, Head of Dep. Communications and Marketing (2017)

MCS Designs, Omni Club of NY, New York, USA

Architecture and design

Oct 2016 – April 2017

Visualisation director

Fold cost reduction and time savings on 2D/3D visualisation by diversifying suppliers and techs

ref.: Hunter Reed Manuel, Partner
Mary Saleeby, President

MiGFlug GmbH, Zurich, Switzerland
Aviation and Space Adventure company

Jul 2016 – Aug 2016

Producer, director. MiG-29: be a fighter pilot for a day

A promo documentary episode produced under strict compliance with the PR/marketing strategy and the state military regulations. More than 5M views in the first year

ref. : Artur Sarkisyan
general producer

FSBI Redaktia Rossiyskoy Gazety
Russian Government newspaper of record

Feb 2013 – Jul 2016

Head of Special Projects, Dep of Business Development

ref. : Irina Nazarova
Deputy CBO (2013-2015)

Achievements: – Historical growth of rg.ru as +66% to 30M views, 2012/13 mnt avg,
+108% to 63M views, mnt avg 2013/14 (@top.mail.ru)
– Fold cost reduction by diversifying production suppliers and techs

Projects: St. Petersburg Economic Forum 2013/2014/2015,
Russian Investment Forum Sochi 2013/2014/2015,
XXII Olympic Winter Games in Sochi 2014, MAKS Airshow 2013/2015,
UK-Russia Year of Culture 2014, others

LLC ZHISHI

Creative solutions in PR and marketing

Feb 2010 – Feb 2013

Founder, Creative director

A private creative startup.

PR projects for RSHB-Strahovanie, Kraftfoods Rus, Volvo Cars Rus, BC Leader, BC Visota, others.

OJSC MegaFon

Russian nationwide telecom operator

Aug 2009 – Feb 2010

Creative director

Design and production of the nationwide digital HR project. The audience is 19 000 employees.
MegaFon took second place on the market (EBITDA-weighted) late in 2010.

JSC Yandex

Internet-related services and products

Feb 2008 – Jun 2009

Special project manager/showrunner

A showrunner for the Yandex internet search international Cup, both online and TV stages.

Other:

2013-2019. An independent media producer for: OJSC UCC
Uralkhem, Formula One Management ltd, JSC Sokol Plant, Sochi
Olympic Sky 2015, Afterburner Air show Zhukovsky 2014, Aerobatic
team Swifts, Region, Russ, Russian Air Force, ASC RusJet

An independent expert and author for the Moscow State Institute of
international Relations.

Education:

Bachelor of microelectronics of the Moscow institute of
electronic engineering

Languages:

Russian – mother tongue, English – advanced

Experienced user: Photoshop, Illustrator, Premiere, After
Effects, InDesign, 3Ds Max, DaVinci Resolve, Logic Pro,
Apple/Microsoft office, others