

Varvara Zaytseva

Milan +39 366 9777648
Dubai +971 56 666 1857
Moscow +7 915 1178011

varvara.zaytseva@gmail.com
<http://lnked.in/varvara>



PROFILE

Experienced senior project manager with over 7 years of professional expertise and a track record of global corporate and live event management worldwide. Acknowledged problem-solver who handles multiple tasks competently in challenging environments.

- Brings a comprehensive knowledge of project direction and creative content development with a strong focus on visitor experience and sponsorship activation.
- Holds the overall vision of any project, providing a holistic view internally and externally.
- Strong background in design and production focused on project strategy and desired outcomes across multiple targeted platforms.
- Effectively leads projects and cross-functional teams under a well-defined vision.
- Holds experience in strategic planning and executing events with budget of up to 13M Euros.

SELECTED CAREER HIGHLIGHTS

Head of Events and Communications Department for the Russian Pavilion at Expo 2015 Milan:

- Overlooked concept development and project management for 2,5 years from initial steps to final implementation.
- Handled and conducted Russian Pavilion cultural and business programs before & during Expo, including large scale events attended by the President of Russia.
- Headed communications and creative planning including Pavilion's branding, mascot development, design and production of printed materials and art direction of official merchandise.

Project Director for Official Houses of Russia at World Economic Forums 2012 & 2013, London 2012 Olympics, World Cup 2014 in Brasil:

- Oversaw all projects from start to finish taking responsibility internally and externally.
- Managed key sponsorship accounts including Sochi 2014 Organising Committee, Russia 2018 World Cup Organising Committee, Sberbank, MegaFon, Rosneft, Rostelekom, Dow, EN+ Group, PwC, Otkritie Capital, Russian Direct Investment Fund, Vnesheconombank and others with extensive brand activations.
- Co-directed overall operation of venues scaling up to 13,000m2.
- Conducted resource planning and negotiated supply contracts resulting in extra 10-20% profit increase.
- Supervised teams of up to 40 professionals (project managers, PR professionals, technical and production directors, logistics and artist managers etc.) during preparation and operations periods.

International Events Consultant and Producer for Russia 2018 FIFA World Cup™ Bid:

- Developed and delivered 3 key exhibition concepts in Moscow, London and Rio de Janeiro for Russia's World Cup 2018 bid as a part of marketing and events strategy which concluded with the bid victory for Russia.

PROFESSIONAL EXPERIENCE

INDEPENDENT PROFESSIONAL | Milan, Dubai

Mar 2016 – Present

Provides consulting services to international companies on global events, such as Expo 2017 Astana and Expo 2020 Dubai, alongside developing design solutions and communication approach for event agencies.

EVENTICA COMMUNICATIONS | London (HQ), Moscow, Dubai, Milan

May 2010 – Feb 2016

Executive Director – Head of London HQ

May 2011 – Feb 2016

Design and Production Director

May 2010 – Apr 2011

Company summary: an international PR, communications and events agency specializing in the Russian market, with over 20 years of extensive expertise in design, production and management of B2B events, corporate entertainment and cultural events.

- Managed the daily operations for a busy ten-person HQ office decreasing running costs by 40%.
- Directed all phases of projects, from initial concept to completion as well as all aspects of production.
- Executed client proposal writing, pitch delivery, project co-ordination and strategic planning.

- Recruited, supervised and motivated teams of event production professionals.
- Achieved profit targets without compromising on high-standard project delivery.
- Approved budgeting and maintained strong vendor relationships.

Key Accomplishments:

Russian Pavilion at World Expo 2015, Milan, Italy
 Casa da Rússia at World Cup 2014, Rio de Janeiro, Brasil
 IOC Athlete Engagement Spaces at Sochi 2014 Olympics, Sochi, Russia
 Grand Gala Dinner for Expo 2020 Ekaterinburg Bid 2013, Paris, France
 House of Russia at World Economic Forums 2012 & 2013, Davos, Switzerland
 Russia.Sochi.Park at London 2012 Olympics, London, UK
 Motor Sport Business Forum 2011, Moscow, Russia
 My Planet Travel Awards 2011, Moscow, Russia
 Inside World Football Forum 2011, Moscow, Russia
 Russia 2018 FIFA World Cup™ Bid Networking Café at Soccerex, Rio de Janeiro, Brasil
 Red Square Lounge for Russia 2018 FIFA World Cup™ Bid at Leaders in Football, London, UK
 NEON 2010 - Naomi Campbell's 40th Birthday Gala, Moscow, Russia

UNIVERSITY OF THE ARTS LONDON | London

Feb 2010 – Sep 2011

Associate Lecturer, London College of Communication

- Delivered teaching activities at the undergraduate level.
- Supervised and assessed projects, providing feedback to students.

BIRCH STUDIO | London

Nov 2009 – Apr 2010

Graphic Designer

Company summary: London-based studio providing everything from branding, apps and websites to films and photographs.

- Assisted in rebranding identities for several corporate clients.
- Creating design for e-commerce websites.

AVANSCENA | Moscow

Jun 2007 – Oct 2009

In-house Graphic Designer

Company summary: Moscow-based school of stylists and beauty salon founded in 2000.

- Created a new visual identity and brand guidelines for the school of stylists.
- Designed a wide variety of materials covering web, print, video and photography.

EDUCATION

London College of Communication, University of the Arts London

2009

Bachelor (Honors) of Graphic & Media Design, specializing in Typo/Graphics, Moving Image and Interactive Design

Moscow State University of Industrial and Applied Arts

2008

Master of Communication Design, specializing in Graphics and Advertising

ADDITIONAL INFO

Languages

Russian – native; English – fluent, full professional proficiency; Italian & French – basic proficiency

Nationality

British/Russian (dual nationality)

Driving License

Full clean UK and Russian driving licenses