



Kseniia Bliumska-Danko

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● ABOUT ME

PhD in Economics

● WORK EXPERIENCE

05/2022 – CURRENT Paris, France

RESEARCHER RESEARCH CENTER IN ECONOMICS AND MANAGEMENT (RITM), UNIVERSITY OF PARIS-SACLAY

Research in the field of marketing and branding according to the program PAUSE (Programme d'aide à l'Accueil en Urgence des Scientifiques en Exil)

01/09/2013 – CURRENT Sumy, Ukraine

ASSISTANT PROFESSOR SUMY NATIONAL AGRARIAN UNIVERSITY

Lecturer of "Branding", "Marketing" and "Public Relations"

Organizer of the annual "Media School in SNAU" for all students from 8 different faculties

Website sau.sumy.ua

01/09/2013 – CURRENT Sumy, Ukraine

HEAD OF PROMOTION OFFICE SUMY NATIONAL AGRARIAN UNIVERSITY

SMM;

PR;

Brand strategy development;

organization of events, conferences, briefings;

preparation of press releases;

writing articles, blogging;

branding and advertising;

development of promotional products: booklets, prospectuses, magazines;

organization and conduct of trainings.

14/09/2016 – CURRENT

HEAD OF PUBLIC ORGANIZATION "KROS"

The purpose of the Organization is to protect the rights and interests of its members, promote social, patriotic, spiritual development of youth, create an open civil society in Ukraine, promote self-realization of creative, political, scientific, organizational potential of young people, promote conditions for organized leisure and communication, promoting a healthy lifestyle, conducting social and preventive work to prevent and overcome negative phenomena in the youth environment.

● EDUCATION AND TRAINING

01/09/2023 – CURRENT Kharkiv, Ukraine

DOCTORAL STUDENT Simon Kuznets Kharkiv National University of Economics

Website <https://www.hneu.edu.ua>

01/09/2010 – 01/09/2013 Kharkiv, Ukraine

PHD IN ECONOMICS Kharkiv National Technical University of Agriculture named after Petr Vasilenko

01/09/2007 – 30/08/2010 Sumy, Ukraine

MASTER OF MARKETING Sumy National Agrarian University

01/09/2003 – 31/08/2007 Sumy, Ukraine

BACHELOR OF ECONOMICS Colldeg of Sumy National Agrarian University

● LANGUAGE SKILLS

Mother tongue(s): **UKRAINIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B2
FRENCH	A2	A2	A2	A2	A1
RUSSIAN	C1	C1	C1	C1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DIGITAL SKILLS

Microsoft Office | Microsoft Excel | Social Media | Zoom | Microsoft Powerpoint | Microsoft Word | Google Docs | Skype | Internet user | Power Point | Facebook | Instagram | Written and Verbal skills | Team-work oriented | Organizational and planning skills | Decision-making | Good listener and communicator | Motivated | Reliability | Gmail | Strategic Planning | Creativity | Flexibility | Responsibility | Analytical skills

● ADDITIONAL INFORMATION

CONFERENCES AND SEMINARS

10/09/2023 – 11/09/2023 – Doha (Qatar) on-line

International Conference on Islamic Finance and Banking Report. «Use Social Media and Employer Branding to Reach Online Shoppers of Generation Z»

04/09/2023 – 10/09/2023 – Foggia (Italy)

Meeting of participants of the international consortium INTERADIS. *Report. Media communication and international students: Exploring the Interaction between Intercultural Communication and Social Media of International Students"*

03/06/2023 – 04/06/2023 – Sumy National Agrarian University, (Ukraine) on-line

International Conference "MARKETING AND COMPETITIVENESS OF SOCIO-ECONOMIC SYSTEMS IN THE CONDITIONS OF SUSTAINABLE DEVELOPMENT"

13/04/2023 – 15/04/2023 – University of Genoa (Italy)

International ConferenCe "Intercultural Education: daily life and crisis time"

06/06/2023 – 07/06/2023 – Sumy (Ukraine) on-line

International Conference «Marketing and competitiveness socio-economic systems in the conditions of sustainable development» *Report. "European experience of university branding"*

01/11/2022 – 01/11/2022 – Riga (Latvia) on-line

2nd International Conference on Environmental Sustainability in Natural Resources Management *Report. «Products brand marketing strategy based on modern agricultural innovation: China-Ukraine's case»*

14/09/2022 – 16/09/2022 – University of Bologna (Italy)

Conference & Ceremony for the signature of the Magna Charta Universitatum "Universities engaging with Society in Turbulent Times"

14/04/2020 – 15/04/2020 – Ternopil, Ukraine

International scientific-practical conference of young scientists "Economic and social development of Ukraine in the 21st century"

10/05/2020 – 10/07/2020 – Kyiv Ukraine

School of copywriting, storytelling, content marketing and SMM from well-known Ukrainian and foreign experts - "Riba"

12/07/2018 – 13/07/2018 – Kyiv Ukraine

Employer brand

PUBLICATIONS

[The internal connection between brand strategy and the connotation development of university.](#) – 2023

With the rapid development of China's economy, society and culture, the higher education market is deepening, and the university building has become unprecedented opportunities and challenges. A brand is a socio-economic phenomenon. A brand is a product of the development of the commodity economy at a certain stage. The creation of a brand means the permanence of the concept in the process of exchanging goods. To simply define a brand, it corresponds to the name, symbol, symbol or design of a seller or service, emphasizing its competitive advantage and distinguishing them from the competition. University brand as social consciousness, reputation and recognition of the university, created in the process of long-term development. The popularity, reputation and recognition that a brand will carry often indicates a long history of university management, or represents a good quality of school management, and even indicates a cultural temperament for success. A university brand is not only considered a kind of high-quality educational resources that are collected over the years, but also a kind of soft power related to its long-term development. That the implementation of the university brand strategy and the adoption of the characteristic development of the university is a necessary choice for the survival and development of the university, as well as an important direction of university management in the future. This article focuses on the debate - the university brand. The identification of the university brand cannot be separated from the external environment of the place where the university is located. For example, the column of the university discussed in this paper does not differ from the role of political, economic and cultural external factors in the place where the university belongs. Of course, in addition to the external environment, building university brands also needs internal momentum. Developing a university brand strategy is a necessary choice to adapt to social development, and building a university brand in the rapidly developing environment of China's higher education is a necessary demand. With the gradual expansion of higher education activities and their influence, the market forces emphasized in higher education gradually evaluated all aspects of society.

Products brand marketing strategy based on environmental friendliness agricultural innovation: China-Ukraine's case

– 2023

This research focuses on the influence of modern agricultural innovation on brand strategy, analysing the trends and characteristics of modern agricultural innovation in Ukraine and China, describe differences between countries. The situation in agriculture show – the same background of enterprises can have different results with profit or loss. Therefore, important to establish a commitment of customers to build an agricultural products brand marketing strategy and, as result, increase the profitability of the enterprise. Analyses the development trend of modern agricultural innovation, the characteristics of modern agricultural innovation, and the status of agricultural product brand marketing using literary analysis and case analysis methods, explains the impact of modern agricultural innovation on agricultural product brand marketing, and proposes agricultural product brand marketing strategies for building a good reputation for the brand. A model of the dependence of the purchase intention of consumers of agricultural products on the environmental friendliness of the brand is proposed, which is based on the analysis of the direct effect of public awareness of the environmental friendliness of the brand on the intention of consumers to purchase the products of an agricultural enterprise and the mediating effect of trust in the brand on the intention of the consumer to purchase the products of an agricultural enterprise.

IOP Conference Series: Earth and Environmental Science, 1126(1)

Exploring how digital technologies enable a circular economy of products – 2023

Recent studies have advocated that digital technologies (DTs) positively affect the transition of a linear economy model to a circular economy (CE) model and facilitate enterprises in implementing circular strategies. Despite this general statement, the literature still overlooks how enterprises should apply various DTs of Industry 4.0 across the entire product lifecycle to operationalize CE-related strategies. To fill this gap, this paper proposes a conceptual framework exploring DTs in terms of CE operationalization from the perspective of the product lifecycle. Based on insights gained through a systematic literature review, we clarify how DTs can facilitate CE performance objectives through the three stages of the product lifecycle: product design, product use, and product recovery or recycling. Furthermore, we study how various Industry 4.0 DTs, such as the Internet of things, big data, and cloud computing, are utilized to operationalize the transition toward a CE. DTs applied to the service-oriented product-service system contributes innovation into circular business models to make full use of idle resources and provide high-quality personalized services. We have adopted three performance objectives: using fewer materials and resources, extending product lifespan, and closing the loop to evaluate the effects of DTs in promoting CE development. By investigating how DTs affect CE performance objectives, the conceptual framework developed in this paper advances the knowledge regarding the role of DTs as an enabler of CE from the product lifecycle. Our findings provide a practical reference enabling researchers and managers to harness the potential of DTs to support CE transition.

Sustainability (Switzerland), 15(3)

Quality of education and science in the context of sustainable development Goals—From millennium goals to agenda 2030: Factors of innovation activity and socio-economic impact

– 2022

The relevance of the analysis of Sustainable Development Goals is based on the 2030 Agenda for Sustainable Development. The purpose of the study is to create a model of management/regulation of the quality of education and scientific research systems based on Sustainable Development Goals. The data of the ratings that reflect certain tasks of the Sustainable Development Goals, including those related to educational and scientific activities, are analyzed. The methodology of calculating the index of the success of realization of separate purposes of sustainable development is used. Bibliometric analysis as a research tool is used to create a quality of education management model. The example of the roadmap for achieving SDGs within the relationship chain “quality of education and science + partnership and networks–innovation–socio-economic impact–sustainable development goals” is provided. The suggested methodology for determining the index of success in achieving Sustainable Development Goals includes managing education systems, implementing scientific research, and managing/regulating the economy on micro-(university), meso-(regional), and macro-(national) levels. The tool in this case is a strategy for achieving KPIs, which can be fundamentally implemented in the form of a roadmap, with detailing of its elements using other tools. The “management/regulation” stage of the process of achieving Sustainable Development Goals is concretized by a mind map.

Sustainability (Switzerland), 14(18)

Mapping organic packaging research: Environmental concern and health safety – 2022

The adoption of biopolymer packaging materials to replace petroleum-based plastic packaging has become a global trend, which could reduce environmental impact and potential health threats. Therefore, the paper

analyzes trends in organic packaging research and the prospects of its application. This study employs bibliometric methods to select relevant studies using a preset search string. The dynamics of publications, the most influential authors and articles, as well as the most productive institutions and countries on the topic for 2017–2022 were determined. To collect the data, Elsevier's database Scopus was selected. The analysis revealed five salient research themes through text mining analysis: packaging and public health; packaging and children's health safety; eco-friendly packaging and consumer behavior; food packaging and labeling; and packaging with a focus on marketing and advertising.

864 terms from 40 articles were analyzed. As a result, most selected publications focused on the impact of packaging on the environment. In addition, some publications consider it from the perspective of consumer safety. Moreover, consumers unconsciously associate organic packaging with products' safety and quality. However, the marketing and advertising of organic packaging are insufficient, as well as the application of organic packaging in children's food products.

Environmental Economics, 13(1), 155-170.

Marketing of start-ups and innovations in agricultural entrepreneurship – 2022

Agricultural development is a determining factor in ensuring food security. The intensification and innovation of agriculture is a prerequisite for meeting the food needs of the world's population. Any innovative activity is Entrepreneurial and is based on the search for new ideas and their assessment; finding the necessary resources; Enterprise creation and management; receiving cash income, and personal satisfaction with the achieved result. The specificity of innovation is its riskiness, so often, investors simply ignore insufficiently substantiated projects. Currently, the due diligence procedure is gaining popularity, during which an investment study is carried out to establish the risks of a proposed capital transaction and develop a competent mayor to manage them. In the article, the authors considered the features and difficulties of marketing for startups and innovations in agricultural entrepreneurship and proposed a due diligence procedure to improve it. Due diligence is actions aimed at obtaining an objective picture of the object of financing. Due diligence is necessary both before investing, merging or buying a company and before starting any kind of cooperation with startups and innovations. The authors considered introducing the due diligence procedure and alternative ways of acquiring a business, indicated and analyzed the main stages of the financial due diligence procedure and gave an example of the report of the diligence procedure for an agricultural startup.

Journal of Agriculture and Crops, 8(1), 27-34.

Knowledge graph of university branding research: Scientometric analysis using CiteSpace – 2022

Using CiteSpace, this study visually analyzed literature on university branding found on Web of Science from 2012 to 2022 and explored the development of research in this area. The findings indicated that while university branding research has developed steadily, there remain certain problems, such as imperfect research models, a lack of quantitative research, and a limited research scope. Therefore, to further develop research in this area, it is proposed that university branding research should improve its theoretical innovations, effectively combine brand theory and higher education theory, and improve the operability of university brand theory.

Economic Affairs (New Delhi), 67(5), 877-884.

Promising developments in bio-based products as alternatives to conventional plastics to enable circular economy in ukraine

– 2022

Transforming the plastic industry toward producing more sustainable alternatives than conventional plastics, as an essential enabler of the bio-based circular economy (CE), requires reinforcing initiatives to drive solutions from the lab to the market. In this regard, startups and ideation and innovation events can potentially play significant roles in consolidating efforts and investments by academia and industry to foster bio-based and biodegradable plastic-related developments. This study aimed to present the current trends and challenges of bioplastics and bio-based materials as sustainable alternatives for plastics. On this basis, having conducted a systematic literature review, the seminal research themes of the bio-based materials and bioplastics literature were unfolded and discussed. Then, the most recent developments of bio-based sustainable products in Ukraine, as alternatives to petroleum-based plastics, that have gained publicity through local startup programs and hackathons were presented. The findings shed light on the potential of the bio-based sector to facilitate the CE transition through (i) rendering innovative solutions most of which have been less noticed in academia before; (ii) enhancing academic debate and bridging the gap between developers, scholars, and practitioners within the plastic industry toward creating circularity across the supply chain; (iii) identifying the main challenges and future perspectives for further investigations in the future.

Recycling, 7(2)

Peculiarities of the development of winery enterprises under uncertain economic conditions in Ukraine

– 2021

Conceptual provisions on the development of wineries in conditions of economic uncertainty are presented, which include: determining the adaptability, balance and effectiveness of the development of wineries; use of integrated assessments of balance as a basis for assessing the effectiveness of enterprises, which allows you to objectively develop directions for choosing a development strategy in accordance with business process indicators. It was proposed a scientific and conceptual approach to the development strategy of wineries in conditions of economic uncertainty, which, in contrast to the current, is based on the results of differentiated assessment of the level of development of wineries for different types of business processes in economic uncertainty and allows a reasonable choice of development strategy and identify a set of relevant strategic alternatives. Thus, for each winery should be defined tactical tasks for managing the development of wineries, based on certain coefficients of difficulty for the development of certain types of business processes of the winery. The integration of wineries development strategies with the strategic priorities of economic development in conditions of instability is presented in the matrix. Based on the presented matrix, it is determined that at the current level for balanced development of wineries development management priorities that meet the development strategy in conditions of economic uncertainty should be: overcoming the limited entry of domestic wine products into the domestic market, increasing international competitiveness and entering world markets; improving the quality of wines and ensuring a clear classification of their types and relevant technical requirements; improving the resource base for winemaking, streamlining the current regulatory framework; optimization of excise taxation; vertical integration of the industry; promoting the differentiation of approaches to regulating the activities of wineries in accordance with their size, insurance of crops and mutual funds, management of the varietal structure of vineyards, etc.

Scientific Papers Series Management, Economic Engineering in Agriculture Vol. 21, Issue 3

Marketing tools to increase the competitiveness of craft dairy products. – 2020

The article analyzes the existing classifications of marketing tools to increase the competitiveness of enterprises. The authors chose the optimal system of marketing tools to increase the competitiveness of dairy enterprises. Author's developments are presented on the example of enterprises for the production of craft dairy products.

Bulletin of Sumy National Agrarian University. Economics and Management, (3 (85), 11-14.

Investigation influence of store type on emotional state of consumer in the urban purchase. – 2019

The shopping service of the store plays an important role in shaping the opinions of customers in a store. Endless progress has been made on quality management of consumer services confirmed through numerous methods and standards that are based on consumers. A typical consumer receives a large amount of information in the shopping process. In the process of perception of this information, consumer must not only find necessary data, but also process, analyze, and evaluate this data, and weigh the pros and cons, relate it to his own needs, and at the end, make a decision: to buy or not to buy a certain product. All these reflect on consumer's fatigue, stress, and other negative feelings obtained during any shopping. In this case, the buyer can make the wrong choice and the quality of his decisions would deteriorate. Therefore, investigation influence of store type on the emotional state of consumers in the urban purchase provides significant reserve for marketing development in this sphere. Research provides explanation of emotional fatigue on the type of stores. The regression models describing the shift in emotional state of the buyer in purchase process of different type of shops were obtained. Research was conducted in the residential area of Kharkiv, Ukraine. The presented model shows the average value of the indicator of the emotional system of buyers after shopping, which can be used to determine the likelihood of shopping on the basis of emotional fatigue.

Foundations of Management, 11(1), 7-22.

Under the "Belt and Road" initiative, the China and Ukraine governments should assume greater responsibility to promote trade

– 2019

Participating in the "Belt and Road" construction is also a very important opportunity for Ukraine, helping the Chinese people to have a more comprehensive and clearer understanding of Ukraine, and more importantly, it is conducive to the trade between the two countries to bring more Ukrainian enterprises Trade exchanges to drive the economic development of Ukraine. Politically, Ukraine and China have good bilateral relationsFF On June 20, 1B

2011, the two sides signed the "China-Ukraine Joint Partnership on the Establishment and Development of Strategic Partnerships. Economically, Ukraine and China have complementary economies. Economic

exchanges have been established since the Soviet Union. In recent years, the existing and ongoing cooperation between Ukraine and China has continued to develop in high-tech fields such as agriculture, machine manufacturing, and aviation. More and more Ukrainian experts have pointed out that developing relations between Ukraine and China should become a priority direction of Ukraine's current foreign policy. Ukraine has a strong advantage in agriculture, military industry, and manufacturing, especially the engine manufacturing industry, and can develop machine manufacturing; Ukraine can provide transportation for China "Belt and Road" Convenient conditions.

Bulletin of Sumy National Agrarian University. Economics and Management, (3(81), 30-39.

Interconnections between territorial marketing and the brand of united territorial communities –

2019

Theoretical bases of territorial marketing development in the united territorial communities are improved and forms of their realization are defined. It is proved that territorial marketing is a full-fledged system of actions of public authorities and local governments, interested individuals and legal entities to identify and promote unique and demanded in the external environment advantages of a region, which allows to create attractiveness and prestige of this territory and its resources. The methodological basis of interdependent relations in building a brand of a separate territory on the basis of marketing is formed. The strategic directions of activity of local self-government bodies at development of a competitive brand are substantiated. Brand filling matrices with key influencing factors are constructed.

Ukrainian Journal of Applied Economics. Volume 4. No 3. P. 415–421

Features and problematic aspects of food safety in the integration of Ukraine into the EU. –

2017

The study is devoted to current issues in the sphere of development and food safety in the integration of Ukraine into the EU. The features of food safety in Ukraine are compared with the other countries. 'Weak' and 'strong' points of Ukraine in terms of the Global Food Security Index is identified. It is found that the existing problematic aspects of food safety in Ukraine negatively affect the economic and legal areas of the state. Analyzed the necessity to adapt national legislation of Ukraine to the requirements set by international trade organizations and the European Union. Presented the ways of improving national legislation of Ukraine to EU requirements in the sphere of food safety on the basis of studies of international experience. Ukraine has introduced a quality and product safety system HACCP for the identification, measure, analyzing and controlling the risks that is a positive tendency in regulatory quality assurance.

Journal of Engineering and Applied Sciences, 12(18), 4787-4791.

The Marketing System of Formation of Competitiveness of the Agrarian Enterprises –

2017

The article is aimed at substantiation of theoretical and methodical provisions for development of marketing system of formation of competitiveness of the agrarian enterprises. Peculiarities of formation of the enterprises' competitiveness were analyzed, the special role of the marketing activities of enterprises in forming the competitive advantages was determined. Peculiarities of the architectonics of marketing system of formation of competitiveness of agricultural enterprise were graphically interpreted. Suggestions on risk management in the implementation of the marketing policy of agricultural enterprises have been substantiated. .

Business Inform, (1), 353-357.

Competitive basis for the development of innovative marketing activities in the agricultural sector –

2017

The article conducted a comprehensive study of the competitive framework for the development of innovative marketing activity in the agrarian sphere in conditions of transformational changes in the market environment. It is established that the use of advanced marketing concepts allows the enterprise does not passively react to market phenomena and to carry out rational, well-coordinated policy of conquest of markets, on the one hand, fitting a range of products to market demands, and with another - actively shaping needs and demand for the most profitable use of the existing resources. It is proved that the activation of the development of marketing activities and the transition to more advanced concepts depends on the effectiveness of implementation of marketing strategies. It is established that in conditions when the market of some agricultural products there is a high level of competition, it is marketing activities is a determining factor in ensuring the competitive advantages. Monitoring of the consumer market of agricultural products allowed to reveal the fact that there is increasing demand for quality products, availability of trade mark and image of the manufacturer that are an integral part of the innovative marketing activities. Proven consumer market research in agri- food products in the first place should take into account the purchasing power of the consumer.

Actual problems of innovative economy, No 2, pp. 48-55.

Planning, Accounting, Analysis, Evaluation, Management and Administration of Costs on Promoting Finished Product Quality Provision

– 2017

It should be noted that the above mentioned approach to the system of distribution of bonuses for the labor quality allows for relaying the incentive system, focused on the final results, from an industrial enterprise and a research-production association in general to each individual employee. It is recommended for employees with decentralized formation of material incentive fund for the main production workshops to increase the size of the material incentive fund for each workshop, providing an increase in the number of employees with a personal stamp and in the number of employees, supplying finished products from the first presentation during certain long period of time (several months). The offered mechanism of the control system is quite universal. It can find its full application in industrial enterprises and research- production associations, regardless of their sectoral and structural profile, and it makes possible to solve the control issue by the criterion for estimating the optimal mismatch. The selection of labor quality parameters as criteria for evaluating bonus payments simultaneously ensures a reduction or streamlining of costs associated with the quality of finished products provision.

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PROJECTS

05/2022 – CURRENT

PAUSE (Programme d'aide à l'Accueil en Urgence des Scientifiques en Exil) Initiated by the French government with the support of civil society and economic players, the mission of PAUSE (Programme d'aide à l'Accueil en Urgence des Scientifiques en Exil - National program for the urgent aid and reception of scientists in exile) is to accommodate and protect researchers from countries in which the political situation places their work and their families in danger.

27/04/2023 – 07/05/2023

"Formation of the image of the educational institution on the basis of modern communication technologies" The author's internship program for teachers of Ukrainian universities

04/11/2020 – 03/11/2022

Participant of "Production and dissemination of circular economy ideas in accordance with the EU Action Plan" Erasmus + program, Jean Monnet, with the support of the European Neighborhood Instrument

Link <https://jm.snau.edu.ua/>

2019 – 2021

Participant of "Management of enterprise competitiveness on the basis of innovative marketing" Ministry of Education and Science of Ukraine

01/10/2019 – 01/11/2019

Internship by the program "Innovative University and Leadership" The topic of my project was "Interdisciplinarity". We had 2 weeks of lectures from Polish colleagues at the University of Warsaw and Jagiellonian University and 2 weeks of practice.

07/07/2017 – 17/07/2017

Intercultural Education Project

Link <https://www.youtube.com/watch?v=F6UirwzflnM&t=10s>

ORGANISATIONAL SKILLS

Organisational skills I have experience in organizing more than 40 different local and national events: scientific conferences, media schools, visits to other countries, Viennese balls, seminars, trainings, beauty contests

Awarded the mayor's prize for special achievements of youth and development of the city to the Day of Youth

Awarded a diploma of the Mayor for active citizenship, significant personal contribution to the implementation of youth policy Sumy city and high professionalism

COMMUNICATION AND INTERPERSONAL SKILLS

Communication and interpersonal skills I have skills in communication with students during classes and lectures.

There is an interview experience for newspapers and television.

There is the experience of moderating conferences, press conferences and other events.

Host and screenwriter of the student series 'Agrarvard''

Link <https://www.youtube.com/c/SumyNationalAgrarianUniversity/videos>
