

POLINA SVETAILO

Media Manager

PROFESSIONAL SUMMARY

Media Manager with over six years of experience in spearheading innovative content strategies and driving brand growth through dynamic social media campaigns. Adept at crafting compelling narratives and fostering community engagement, leveraging bilingual abilities in English and Russian to enhance global reach. Passionate about using creative storytelling and strategic insights to elevate brand visibility and influence in the digital space.

EMPLOYMENT HISTORY

MEDIA MANAGER & RECRUITMENT SUPPORT

Avakyan Capital LLC

Jul 2025 - Present
Philadelphia, PA

- ◆ Designed and executed media strategies to enhance the company's visibility and attract top candidates for key roles.
- ◆ Created bilingual (English/Russian) digital ad campaigns and recruitment posts across social media, generating qualified applicant pipelines.
- ◆ Partnered with hiring teams to refine messaging, ensuring brand consistency and alignment with organizational goals.
- ◆ Managed content calendars and media assets, ensuring timely delivery and professional presentation of recruitment materials.
- ◆ Coordinated candidate communication, scheduling, and follow-up, strengthening the recruitment process through clear, consistent messaging.
- ◆ Implemented targeted media strategies, significantly enhancing brand visibility and attracting high-quality candidates for critical roles.
- ◆ Partnered with cross-functional teams to streamline recruitment messaging, ensuring alignment with organizational objectives and brand integrity.

LEAD MEDIA VOLUNTEER & CONTENT PRODUCER

Jan 2019 - Present

- ◆ Spearheaded all organic social media efforts, producing weekly video reels, shorts, and promotional content that consistently increased engagement and reach.
- ◆ Built and executed content calendars for YouTube, Instagram, and Facebook, aligning posts with events and campaigns.
- ◆ Wrote scripts, developed storyboards, and led brainstorming sessions to craft impactful visual storytelling.
- ◆ Managed live multi-camera broadcasts and post-production editing, ensuring quality and timeliness.
- ◆ Trained and mentored 10+ media volunteers in social strategy, streaming software, and editing tools.
- ◆ Collaborated with leadership to ensure consistent brand voice, tone, and messaging across all platforms.

CAMERA OPERATOR AND AUDIO ENGINEER

Montco CAPG TV Studio

Sep 2021 - May 2022

- ◆ Supported live events and recorded sessions, ensuring professional-quality video and audio delivery.
- ◆ Coordinated with production teams to maintain consistency in content delivery.
- ◆ Strengthened communication and adaptability under fast-paced, deadline-driven environments.
- ◆ Operated camera equipment during live broadcasts, enhancing viewer engagement and ensuring seamless coverage of events.
- ◆ Partnered with production teams to refine audio quality, resulting in clearer sound and improved overall production value.
- ◆ Evaluated broadcast footage for quality assurance, leading to continuous improvements in technical execution and viewer satisfaction.

EDUCATION

B. A. IN FILM AND MEDIA ARTS

Temple University

Aug 2023 - May 2025
Philadelphia, PA

AA IN MEDIA ARTS

Montgomery County Community College

Aug 2021 - May 2023
Blue Bell, PA

Honors: Dean's list 2021

SKILLS

Social Media Campaigns (*Experienced*), Analytics (*Skillful*), Storytelling (*Expert*), Influencer Strategy (*Skillful*), Community Engagement (*Experienced*), Content Production (*Expert*), Editing (*Experienced*), Brand Growth (*Experienced*), Content calendars (*Experienced*), Community management (*Expert*), Trend research (*Expert*), Influencer outreach (*Skillful*), Storyboarding (*Experienced*), Live broadcast production (*Experienced*), Meta Business Suite (*Skillful*), Canva (*Skillful*), Adobe Premiere Pro (*Experienced*), Creative storytelling (*Expert*), Short-form video (*Experienced*), Scriptwriting (*Experienced*), CapCut (*Skillful*), OBS (*Expert*), ATEM Mini (*Skillful*), Google Analytics (*Beginner*), Data-driven strategy (*Beginner*), Brand consistency (*Beginner*), Project coordination (*Skillful*), Research & reporting (*Experienced*), Time management (*Experienced*), Team communication (*Experienced*), Content creation (*Experienced*), Microsoft Office (*Experienced*), Slack (*Experienced*), Social media platforms (*Expert*), Video editing (*Experienced*), Public speaking (*Experienced*), Multilingual (*Expert*).

LANGUAGES

Russian (*Native*), English (*Highly proficient*).

REFERENCES

Chris Cagle, Temple University (paul.chris.cagle@temple.edu).

HOBBIES

Love basketball, hiking and baking.

LINKS

My Website: polyproduction.godaddysites.com.