



Kseniia Bliumska-Danko

Date of birth: 16 Jan 1988 | **Nationality:** Ukrainian | **Gender:** Female |

(+380) 0956769208 | kseniabliumska@gmail.com | kseniabliumska@snau.edu.ua |

<https://snau.edu.ua/promotion/> | <https://www.facebook.com/kseniia.valerievna/> |

Other: https://www.instagram.com/dancing_dotsent/ |

160, Kondratieva str., 40021, Sumy, Ukraine

● WORK EXPERIENCE

1 SEP 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

sau.sumy.ua | Sumy, Ukraine

1 SEP 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.

Sumy, Ukraine

14 SEP 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.



● **LANGUAGE SKILLS**

Mother tongue(s): UKRAINIAN

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B2
RUSSIAN	C2	C2	C2	C2	C2

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

● **CONFERENCES AND SEMINARS**

10 NOV 2014 – 12 NOV 2014 – Ternopil, Ukraine
International Forum of Young Scientists. Report "Innovative Marketing of Agrarian Enterprises"

10 APR 2017 – 10 APR 2017 – Sumy
International Scientific and Practical Conference "Agrarian Forum". Report "Innovation Marketing Complex"

16 MAR 2017 – 19 MAR 2017 – Kyiv Ukraine
Intensive training "Advertising and PR"

Higher School of Communications

22 SEP 2017 – 24 SEP 2017 – Minsk, Belarus
10th International Youth Economic Forum. Report "PR in higher education institutions"

12 JUL 2018 – 13 JUL 2018 – Kyiv Ukraine
Employer brand

<http://www.umg.ua/>

14 APR 2020 – 15 APR 2020 – Ternopil, Ukraine
International scientific-practical conference of young scientists "Economic and social development of Ukraine in the 21st century"

10 MAY 2020 – 10 JUL 2020 – Kyiv Ukraine
School of copywriting, storytelling, content marketing and SMM from well-known Ukrainian and foreign experts - "Riba"

<https://www.riba.academy/>



● EDUCATION AND TRAINING

1 SEP 2003 – 31 AUG 2007 – Sumy, Ukraine

BACHELOR OF ECONOMICS – Collledg of Sumy National Agrarian University

1 SEP 2007 – 30 AUG 2010 – Sumy, Ukraine

MASTER OF MARKETING – Sumy National Agrarian University

1 SEP 2010 – 1 SEP 2013 – Kharkiv, Ukraine

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

● PROJECTS

7 JUL 2017 – 17 JUL 2017

Intercultural Education Project

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

1 OCT 2019 – 1 NOV 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.

2019 – 2021

Participant of "Management of enterprise competitiveness on the basis of innovative marketing"

Ministry of Education and Science of Ukraine

4 NOV 2020 – 3 NOV 2022

Participant of "Production and dissemination of circular economy ideas in accordance with the EU Action Plan"

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

Erasmus + program, Jean Monnet, with the support of the European Neighborhood Instrument

● 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'

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