

# ELENA MOLCHANOVA

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## GLOBAL MULTI-DISCIPLINARY CREATIVE DIRECTOR

### PROFILE

Dynamic, resourceful professional with 5+ years of experience in creative advertising, branding and business development. Passionate storyteller and visual communicator that pairs words with graphics, animation and video for a consistent brand narrative across all platforms. Detail-oriented and performance-driven individual with exceptional communication, time management and organizational skills. Fluent in English and Russian, intermediate fluency in French.

### AREAS OF EXPERTISE

Advertising | Creative Writing | Art Direction | Video Production & Editing | Motion Design  
Digital Illustration | Graphic Design | Project Management | Account Management  
Events Production & Coordination | Leadership & Innovation

### TECHNICAL SKILLS

Photoshop | Illustrator | InDesign | Premiere Pro | After Effects  
Microsoft Office 365 | Video Conferencing Tools

### PROFESSIONAL EXPERIENCE

#### Freelance Writer

2015 – 2021

*Self Employed*

- **Wrote and revised drafts for fictional novel** and self-published *Trinidead* in December 2019; novel has sold 400+ copies online and in retail stores within Trinidad.
- **Collaborated with professional editors** for editorial and stylistic reviews through Reedsy in order to improve the story structure of the novel as well as the flow and grammar.
- **Promoted novel through digital marketing on Facebook** and visually designed illustrations of all the main characters; participated in Bocas Lit Fest in Trinidad as a virtual pop-up author.

#### Designer & Owner

2015 – 2021

*Bali Whispers, Vancouver, BC*

- **Designed graphics, logo and business cards** for self-owned retail brand specializing in hand-made wearables and home décor.
- **Maintained digital brand and promoted products through Instagram**; conducted market research to determine products that best connected with target demographic.
- **Constructed effective marketing initiatives** to monetize products and improve consumer engagement, resulting in a community of 2900+ followers on Instagram.
- **Provided exceptional customer services and custom-made orders** for clients, ensuring that products were completed by established timeline and within clients' budget.

#### Freelance Art Director & Video Editor

2014 – 2015

*Self-Employed*

- **Designed video animations for the Global Ecobrick Alliance** to advertise the Ecobricks movement and educate the general population on the low-cost, regenerative technology.
- **Created and produced promotional motion graphics and videos** for the Trinidad & Tobago Film Festival and CMB Creative, a full-service advertising agency in Trinidad.

## PROFESSIONAL EXPERIENCE CONTINUED

**Creative Director & Owner****2014***SAYSM, Port of Spain, Trinidad*

- **Executed successful brand launch** for screen printed t-shirt company with live event featuring mural paintings by local artists as well as a pop-up shop and exhibition.
- **Created graphics for company and produced promotional videos** to advertise product; planned and produced several photoshoots with professional photographers.
- **Collaborated with celebrity fashion designer**, Anya Ayoung-Chee, on her Carnival Collection and designed official Trinidad and Tobago Film Festival 2014 t-shirt.
- **Interviewed for prominent Caribbean design blog *Designer Island***; article on blog resulted in an increase in business with hundreds of t-shirts sold.

**Art Director, Motion Graphics****2010 – 2014***Saatchi & Saatchi, Port of Spain, Trinidad*

- **Collaborated with core creative team on product pitches** and ad campaign development for 15+ corporate clients from various industries including food and beverage, tourism, and government.
- **Managed junior 3D artist and team of 10+ freelance staff members** to conceptualize and produce all in-house videos and motion graphics; created innovative digital media billboards and visually mapped all marketing concepts for clients.
- **Produced *Spirit of Sports* annual awards show**; conceptualized theme for yearly event, created visuals for onstage show, mapped performances for artists and musicians, and ran backend of production during live show to ensure a smooth broadcast.
- **Received industry advertising awards during tenure**, including: CAF Gold Addy Award in online category; CAF Silver Addy Award in non-traditional advertising; CAF Silver Addy Awards in TV; and CAF Silver Addy Awards digital & outdoors.

**Project Manager & Translator****2007 – 2008***STUFF International Design, London, UK*

- **Managed projects for international retail spaces**; served as a bridge between corporate clients and architectural design team.
- **Marketed concepts, visual design and layout** of shopping centers and pop-up stores to international corporations; negotiated contract finances and timelines and ensured that clients were kept informed of project progress from conception through to completion.
- **Provided translation from English to Russian** for design presentations, client meetings and project documentation as needed.

## EDUCATION

**Bachelor of Arts (Hons.) in Media and Cultural Studies and Television Studies****2008***Kingston University, London UK*