OLENA OLIYNYK

CREATIVE DIRECTOR | BRAND, MARKETING & COMMUNICATIONS

Woodbridge, VA | 301-997-8447 | olenaoliynyk7@gmail.com | linkedin.com/in/olenaoliynyk |
Portfolio: www.olenaoliynyk.me | U.S. Permanent Resident

SUMMARY

Creative, brand, and marketing professional with 20+ years of experience building brand strategy, campaigns, and visual storytelling across nonprofit, media, and consumer sectors, including 12+ years in creative leadership roles. At the U.S.-Ukraine Foundation, grew social audience 100% in two years, produced 60+ events and webinars, and managed 400+ email campaigns lifting open rates 35% and click-through rates 25%. Combines hands-on creative production with business-ownership experience (8 years as CEO of an apparel brand) and fluency in AI-assisted workflows, donor/event platforms, and the full creative software stack.

CORE SKILLS

- Creative Direction, Brand Strategy & Communications Strategy
- Campaign Development & Integrated Marketing Campaigns
- Team & Vendor Leadership (staff, freelancers, volunteers/interns)
- AI-Assisted Production (Claude, Gemini, ChatGPT) — strategy drafting, data analysis, database/platform integrations (Mailchimp, Webflow, other connectors), and HTML coding, boosting speed and efficiency
- Donor & Event Platforms (Zeffy, Eventbrite, Ticketbud) and Donor/Donation Analytics
- CRM & Client Database Management
- Adobe Creative Suite (Photoshop, InDesign, Illustrator, Lightroom), CorelDRAW, Canva
- Video Editing (Premiere Pro, DaVinci Resolve, Movavi)
- Web & Email Marketing (Figma, Webflow, MailChimp, Constant Contact)

EXPERIENCE

Creative Director **Oct 2022 – Present**

U.S.-Ukraine Foundation | Washington, D.C.

- Lead brand strategy, creative direction, and communications output — brand identity, campaigns, events, and digital content — for a Washington, D.C.-based foreign policy nonprofit, coordinating a roster of 4-10 freelance designers, photographers, video editors, and vendors, and training and supervising 3-5 volunteers and interns.
- Achieved 100% growth in social media audience over two years through consistent management, engaging content creation, and data-driven optimization.
- Organized and executed 60+ events and webinars, strengthening community engagement and building long-term relationships with key stakeholders.
- Created and managed 400+ targeted email campaigns and web articles, increasing open rates 35% and click-through rates 25%.
- Designed and produced all marketing, print, and digital materials, ensuring a cohesive visual identity across fundraising campaigns, events, and online platforms.
- Developed multimedia assets (video, infographics, motion graphics) that boosted online engagement 40%.
- Organized donor events and fundraising auctions using Zeffy, Eventbrite, and Ticketbud, and produced donor/donation analytics reports that inform fundraising and event strategy.
- Use Claude and AI tools to connect databases, Mailchimp, Webflow, and other platforms, build and manage projects, and hand-code HTML — increasing production speed and cutting reliance on outside developers.

Enterprise Creative Manager **Jul 2021 – Mar 2023**

Expert-KR News Agency | Kryvyi Rih, Ukraine

- Produced live news broadcasts, video stories, and original photo/graphic content across digital platforms.

- Winner, 2021 “Diversity of Roma Culture” documentary contest, International Renaissance Foundation (Canada).

Chief Executive Officer / Creative Director **Nov 2013 – Jul 2021**

Colibri Sportswear Studio and Online Store | Kryvyi Rih, Ukraine

- Founded and led a fitness apparel brand, overseeing design, production, sales, and e-commerce operations.
- Managed a team of 6, including seamstresses and tailors in production, plus contracted vendors — handling recruitment, training, and daily oversight.
- Built and maintained a CRM database to manage client relationships and the sales pipeline, supporting direct sales and repeat business.
- Implemented Trello to streamline workflows and improve cross-team coordination.
- Expanded market reach through an international e-commerce site and distributor partnerships.

EARLY CAREER — Graphic Design & Print Production (Kryvyi Rih, Ukraine)

- Lead Graphic Designer, “Celebration in Kryvbas” Magazine (2011–2013) — designed brand and marketing materials, oversaw print production, grew advertiser sales.
- Graphic Designer / Production Manager, Municipal Non-Profit Institution (2006–2011) — produced print/digital fundraising and marketing materials, created presentation templates and design standards.
- Graphic Designer, Multiple Creative & Print Companies (2004–2006) — produced brochures, business collateral, and brand materials for a range of clients.

EDUCATION

Master’s Degree, Finance — Institute of Business Administration, Kryvyi Rih, Ukraine | 2008

Bachelor’s Degree, Business Economics and Finance — Institute of Business Administration | 2007

U.S. degree equivalency confirmed by ECE course-by-course evaluation, 2026

CERTIFICATIONS

- Innovation in Storytelling — Thomson Media gGmbH / Open Media Hub, 2021
- Sponsored Content — Prometheus, 2021

AWARDS

- Winner of “Diversity of Roma Culture” documentary contest, International Renaissance Foundation,2021
- 3rd Place, “Feminism Without Stereotypes” social video competition — Ukrainian Women’s Fund (Sponsor: Government of Canada), 2021

LANGUAGES

English (Full Professional Proficiency) · Ukrainian (Native) · Russian (Native/Fluent) · Spanish (Elementary)