

Konstantin Buzin

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Objective

I am a consultant, agent and writer in a field of media and PR as well as immersive media and art-projects, including mixed reality projects. My fields of competence also include museology, museum climatology, archival storage and conservation.

At the same time I am a fiction writer, my last work is a novel about recent changes happening in people's consciousness in the context of changes in internet regulations and personalisation-privacy paradox.

Experience

2018 — 2019 Chief editor for pervoe.ru – the media project about documentaries in Russia

2011 — 2018 Executive manager of Modern Museum Equipment Ltd.

a trade company, supplier of a special equipment for museums, archives and libraries. I was hired as a crisis manager in 2011 and within 4 first years implemented a range of innovative marketing solutions, organized focused PR-activity, set up process of participation in government tenders. As a result company reached break-even level and became profitable.

2006 - 2014 Freelance PR-Consulting, Commercial PR

Development of PR strategies and creative concepts, scenarios of brand implementation and enhancement of brand awareness, selection of methods and tools to increase market demand, analysis of brand positioning, PR management in Russia and CIS.

2006 - 2009 "Jam Station" creative director

founded and run studio, subsidiary of the «Pravila Igray» agency. The focus of the studio was development of creative advertising and internet-campaigns, as well as research on internet technologies. Among customers there were several major manufacturers and service companies, as well as movie producers. In 2006 studio won the «ROTOR» Prize for the internet campaign of Russian blockbuster "Day Watch" (site and movie release supporting activities). Some other works of «Jam Station» have also been awarded (most notably an advertising campaign for «Stilyagi» (Hipsters) (2008).

2005 - 2007 «Pravila Igray» communication agency creative director

Development of PR strategies and creative concepts, scenarios of brand implementation and enhancement of brand awareness, selection of methods and tools to increase market demand, analysis of brand positioning, PR management in Russia and CIS.

2003 — 2005 «Art Mania» Event Agency (art-mania.ru) consultant

one of the founders and expert. Developer of its annual projects (brands): Open-air festival «Usadba.Jazz», French jazz festival «Le Jazz», «Jazz v Starom Gorode» («Old Town Jazz»).

1999 — 2005 VSS Studio executive manager

founder and chief executive of a studio, specialized in developing web projects and



integrated Internet solutions.

1995 - 1998 TV-Center (Russia), WTN (now – APTN, USA) producer

Education

1995 - 2000 Moscow State University, faculty of Journalism

Department of Television and Radio, international class, Master degree. (Master thesis: «Modern interactive European Media»)

1996 - 2000 Russian-German Institute of Publicists by Moscow State University

Skills

Intermediate level of German and English

Good knowledge of Russian Media and IT-market

Advanced management skills

Personal network in Russian art, media and advertising companies

Skilled writer

