

Yelyzaveta Plyaka

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PR professional with a one-year agency and corporate experience and a Postgraduate degree in Public Relations and a Bachelor's in International Communications. Contributed to high-profile events such as a film premiere at Blue Ant Media and a diplomatic fashion-art presentation in Kyiv. Effectively secured media coverage for a hospitality client and developed media coverage reports for a financial client on a daily basis. Expert at analytical research and analysis, creating media lists. Skilled in tools like Cision, Adobe Creative Suite, Google Analytics, and MS Office, with fluency in English, Ukrainian, and Russian.

Education

Postgraduate degree in Public Relations and Corporate Communications, Centennial College
September 2021 – June 2022

Bachelor of International Communications, Institute of International Relations of Taras Shevchenko National University of Kyiv
September 2017 – June 2021

Relevant Professional Experience

Konstanta R&D Group, Kyiv, Ukraine
Communications Manager June 2025-present

- Plan and produce social media content (copywriting, visuals, short videos) to support brand strategy and public engagement
- Write analytical and mission-driven content for online platforms, strengthening the organization's voice and visibility
- Monitor news channels for newsworthy analytical coverage
- Collaborate on content planning and prepare for external communications with partners, media, and stakeholders
- Assist in multimedia production, including video cutting and editing, to enhance storytelling and outreach

Blue Door Agency, Toronto, Canada
Public Relation Intern October 2022 -April 2023

Achievements:

- Achieved *inclusion of a hospitality client* into a Valentine's Day roundup at *View The Vibe*
- Established a consistent *regularity of posting* across the agency's social media platforms, thereby fostering heightened audience engagement
- *Enhanced the efficiency of new business reports* by incorporating supplementary sections of information consequently facilitating the CEO's enhanced preparedness for meetings

- *Revised and enhanced* the primary general *media list*

Responsibilities & Duties:

- Demonstrated adeptness in utilizing Cision for *daily media monitoring*, ensuring comprehensive and up-to-date insights for a financial institution
- Led the agency's *research aspect* including new business development and *analysis* on potential clients
- Efficiently coordinated *administrative tasks*, including online and on-site meeting bookings, ensuring streamlined operations within the team
- Developed targeted *media and influencers lists*, catering to both *general and client-focused ones*
- Demonstrated exceptional *crisis management skills* by successfully handling daily social media challenges arising from changing client news and agency demands
- Compiled insightful *monthly media trend reports*, analyzing significant stories to provide valuable recommendations, facilitating informed decision-making for clients' communication strategies

Blue Ant Media, Toronto, Canada

April-June 2022

Intern

- Developed comprehensive *media alerts*, effectively covering the launch of new TV shows and series, maximizing exposure and audience engagement
- Assisted in *direct communication with viewers*, ensuring a seamless and positive viewer experience
- Generated *monthly viewer relations reports* conducting thorough analysis of incoming mail and social media feedback, providing valuable insights for strategic decision-making
- Conducted Canadian and international *media monitoring* resulting in detailed and informative reports for organizational reference and planning
- *Helped organize an in-person premiere screening* of a documentary "Kids in the Hall: Comedy Punks" and the afterparty, enhancing the event's impact and ensuring a memorable experience for attendees

Self-Employed

2021-2023

Freelance Academic Writer

- Wrote and edited approximately **50+ academic works**, including coursework, research papers, and bachelor's theses across various fields, including PR, crisis communications, psychology and diplomacy.
- Achieved a **100% client satisfaction rate** through timely submissions, strong research, and clear, persuasive writing.
- Developed advanced skills in academic research, critical analysis, and formal writing under tight deadlines.

Olkom Group, Kyiv, Ukraine

January 2021

Intern

- Participated in *developing visual content* and packaging design for a new line of sauces
- Conducted *analytical research* on the efficiency of design of sauces packaging
- Drafted the translation of the company's Wikipedia article from Ukrainian into English

Industry & Community Contribution

Member, Student Council at the Ministry of Information Policy at Ukraine, 2018

- “Ukrainian Amazons” event

Member, Canadian Public Relations Society, 2021

Certificates

Non-credit specialization "Graphic Design Elements for Non-Designers", University of Colorado Boulder (Coursera), 2020

Technical skills

- Apple platform
- Microsoft Office
- Canva
- Adobe Photoshop/InDesign
- WordPress/Wix.com
- Meltwater/Muck Rack
- Cision
- Facebook/Instagram/LinkedIn
- Google Analytics
- Google Drive
- Inkscape

Languages

- English
 - Ukrainian
 - Russian
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Reference Contact

Alessandra Seca

Associate Director, Public Relations at Talk Shop

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Lyn Whitham

Professor, George Brown College and Centennial College

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