

Yelyzaveta Plyaka

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PR professional with 1.5 years of agency and corporate experience and a Postgraduate degree in Public Relations. Experienced in writing, analytical research, media monitoring, and content planning. Contributed to high-profile events including a Blue Ant Media film premiere and a diplomatic fashion-art presentation in Kyiv. Secured media coverage for a hospitality client and produced daily media reports for financial institutions. Advanced user of Cision, Adobe Creative Suite, Canva, and MS Office. Fluent 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

Canadian Association of Crimean Tatars, Toronto, Canada November 2025 – present
Social Media Volunteer

- Achieved **14,124** organic Instagram views in **1.5 months** while growing the account by **6%** through research-driven content strategy
- Develop and execute a strategic *social media content calendar* on culture, history, human rights, and advocacy, increasing awareness of Crimean Tatar identity and heritage
- Produce original *visual* and *short-form video* content (Reels) backed by in-depth research to ensure historical accuracy, cultural sensitivity, and relevance to current events

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

- Planned and produced strategic *social media* and multimedia content (copy, visuals, short videos) to drive brand engagement and strengthen organizational visibility
- Wrote *analytical, mission-driven content*, monitored news for coverage opportunities, and support external communications with media, partners, and stakeholders

Blue Door Agency, Toronto, Canada October 2022 -April 2023

Public Relations Intern

Achievements:

• Secured

- increased audience engagement through consistent agency social media posting
- Strengthened *new business reports* with strategic insights and optimized the agency's core media list to support executive decision-making

Responsibilities & Duties:

- Conducted *daily media monitoring* using **Cision** for a financial institution and produced monthly media trend reports with analysis and recommendations
- Led *research* for new business development and potential client analysis
- Built targeted *media and influencer lists* for general and client-specific campaigns
- Managed day-to-day *social media operations* and supported administrative coordination, including meeting scheduling and documentation preparation

Blue Ant Media, Toronto, Canada

April-June 2022

Public Relations Intern

- Developed *media alerts* and conducted Canadian and international media monitoring to support TV show launches and maximize audience reach
- Managed *viewer communications* and produced monthly viewer relations reports based on analysis of mail and social media feedback
- Supported the organization of an in-person documentary premiere and afterparty for *Kids in the Hall: Comedy Punks*, contributing to a high-profile media event

Self-Employed

2021-2023

Freelance Academic Writer

- Wrote and edited **50+ academic works** (coursework, research papers, bachelor's theses) across PR, crisis communications, psychology, and diplomacy
- Maintained a **100% client satisfaction** rate through rigorous research, critical analysis, and clear, persuasive academic writing

Industry & Community Contribution

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

Member, Canadian Public Relations Society, 2021

Certificates

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

Technical skills

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