

ASH KAPRIYELOV

MEDIA / MASS COMMUNICATIONS

A versatile, dynamic, innovative and passionate communications professional experienced in producing engaging multi-channel content with knowledge of a range of digital engagement software and social media platforms. An award-winning blogger who has featured in national and international press with proven experience of planning, creating and delivering content across multiple platforms. Highly organised with first-rate attention to detail skills, able to manage multiple projects and initiatives simultaneously whilst working in fast paced, high pressure environments. Regarded as an excellent communicator with first-hand experience of managing student communication channels and developing partnerships with the ability able to engage thoughtfully and sensitively with people across all levels.



CONTACT

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Location
Greater Manchester, UK

EDUCATION

**MA MASS COMMUNICATIONS
2:1**
Liverpool John Moores / UK

2015-2016

**BA MEDIA PRODUCTION
FIRST CLASS**
Liverpool John Moores / UK

2012-2015

EXPERTISE

- Communication
- Presentation
- Content Creation
- Stakeholder Engagement
- Content Management
- Teamworking
- Project Management
- Planning & Organisation
- Self-Management
- Attention to Detail
- Campaign Management
- Multi- Channel

DIGITAL CONTENT AND ENGAGEMENT OFFICER

2018 - Present

PROJECT MANAGER / COMMUNICATIONS LEAD / CO-PRODUCER

2016 - Present

WORK EXPERIENCE

The University of Salford, UK

- Create, inspire and engage content across multiple platforms using audience insight, channel expertise and creative communications skills
- Manage digital engagement activity on a day to day basis, drive discussion and manage responses across networks
- Define, deliver and evaluate stories to audiences across the University of Salford by working in collaboration with internal and external stakeholders
- Evaluate emerging digital platforms and technologies and make recommendations on their potential adoption
- Produce and edit engaging and creative content and advise colleagues on how to translate technical messages into relevant and understandable content
- Work collaboratively with colleagues across the institution to deliver clear, shared briefs, ensuring all content is appropriate for the platform and audience
- Assist with the promotion and delivery of digital content across the University's digital channels including social media and the website
- Analyse and report on success of content and campaigns to inform future creative decisions
- Project Manage the largest re-shape of student services' online presence, moving the entire website onto closed-off intranet, reproducing and improving hundreds of pages to make it more relevant and visually appealing to audiences
- Train and advise colleagues and academics on the best way of engaging audiences and present imaginative solutions to specific engagement challenges

SONY Music / Peter Connelly Music LTD, UK

- Act as the point of contact and communicate project status to all stakeholders. Coordinate activities, community engagement, resources, equipment, venues and information
- Manage finances and budget of £150K to date
- Secured over £70k of investment from crowdfunding through my social media, communications and PR
- Manage international team of 15 production and inhouse professionals
- Develop and deliver engagement strategy, campaigns and content
- Act as a main point of contact to national and international press and influencers, answer customer support queries and ensure appropriate resources are allocated to the project
- Work alongside big music names like Dr. Richard Niles, Kylie Minogue, Take That, Cher, Madonna, Pet Shop Boys, Tina Guo (Batman v Superman, Hans Zimmer Band, Wonder Woman) and Julie Elven (Horizon Zero Dawn, League of Legends) to deliver a first-class experience to the audience

WORK EXPERIENCE

STUDENT COMMUNICATIONS COORDINATOR

2017-2018

The University of Salford, UK

- Created engaging content on university and student priorities through a range of appropriate channels
- Curated several internal student communication channels developing them to be effective and engaging
- Planned, produced, compiled and issued effective communications, including the creation and delivery of campaigns
- Managed a team of student bloggers
- Worked with colleagues to ensure student engagement activities were promoted through student channels
- Delivered creative written content including news articles, designed resources and event updates to drive deeper engagement with students
- Provided timely and accurate reports on performance and made recommendations for improvements

DIGITAL CONTENT MANAGER

2016-2017

JUXDIT, UK

- Implemented, developed and delivered content plans and strategies
- Researched and sourced guests to appear within content
- Planned and implemented digital engagement campaign strategy with senior team
- Managed and coached content creators and took ownership across content including Brand Strategy & Positioning
- Conducted weekly and monthly reporting and analysed areas for improvement
- Ensured all content development was informed by quantitative analytical research using tools such as Google Analytics, user testing

EVENT COORDINATOR / STAGE DIRECTOR

2015-2016

REPLAY Events / PLAY Expo, UK

- Tasked with organising a large-scale prime-time panel of developers and to attract visitors to PLAY Expo event
- Produced press releases, engaged with influencers and gaming enthusiasts to promote event heavily
- Promoted the event in English and Russian and acted as liaison for the Press
- Held responsibility for PR and advertising for the event, networked to source guest speakers

COMMUNITY ENGAGEMENT

2015

Microsoft, USA

- Attending Electronic Entertainment Expo (E3). Provided in-depth coverage of the event for Russian and English-speaking audiences via social media
- Produced media about the event including a full photo and video recap

IT AND COMMUNICATIONS

2009-2011

Expert Co, Turkmenistan

- Deployed superior troubleshooting skills to resolve complex issues
- Established effective communication channels with suppliers overseas
- Acted as a Russian-English translator between suppliers and management

AWARDS / PRESS

Manchester Prestige Awards 2019

Entertainment Media Blog of the Year (won), UK

Royal Television Society Award 2017

Nationally Nominated, UK

The Exposure Award 2015

Exhibition in Musee du Louvre, France

UK Blog Awards 2018

Shortlisted Finalist, UK

Retro Gamer Magazine, Issue 163 2016

Interview and special feature, UK



Interview and special feature, USA

9th Splitska Tiramola 2014

Photography exhibition in Split, Croatia

GamesTM Magazine, Issue 200 2018

Interview and special feature, UK

Art Takes Times Square 2011-2012

Photography exhibition in New York, USA

SKILLS

Photoshop	Jira
After Effects	Acrobat Pro
Premiere	Hootsuite
MS Office 365	Campaign Monitor
WordPress	Mailchimp
Squiz	
Sharepoint	

TECH

DSLR / Mirrorless Cameras

AI Cameras

360 photography

Drones

Audio recording

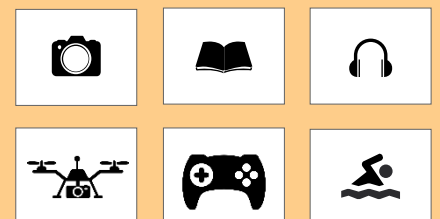
LANGUAGES:

ENGLISH

RUSSIAN

UKRAINIAN

INTERESTS



Thank you for your time and consideration 😊