Mark Chistyakov

itlm.mark@gmail.com
055-7736235

Digital Designer & Communications professional with international corporate experience, combining hands-on design skills with a strong understanding of brand and business needs.

DESIGN: Social Media, Web & Landing Pages, Email Marketing, Image & Video Editing, Typography & Layout, GIFs, Simple Motion Graphics, Print Design.

TOOLS: Adobe Photoshop, Illustrator, InDesign, Premiere Pro & Rush; After Effects (Intermediate); AI Tools; WordPress; Oracle Eloqua, HTML/CSS basics.

ADDITIONAL: Brand Guidelines, Digital Publishing, Cross-functional Collaboration

LANGUAGES: **English** *(proficient)*, **Hebrew** *(basic)*, **Russian** *(native)*

PROFESSIONAL EXPERIENCE

Digital & PR Manager | Design, Brand & Content — 2023-2025

Group RBI, Russian and East European real estate developer

- Video and image editing across all corporate channels, in line with brand identity and guidelines
- Led the transition from a brand book to a digital brand portal, organizing all brand assets and streamlining it for brand owners. This helped ensure brand consistency across 300+ stakeholders
- Created content for social media, websites and landing pages

Visiting Lecturer in Adobe Creative Suite — 2024-2025

HSE University, Russia

- Led practical seminars as part of the BA in Digital Media program

Graphic Design & Communication — 2019-2023

Bonava, Swedish public real estate developer

- Created branded visual and multimedia content for internal and external communications, including presentations, infographics, web, email campaigns, video, event materials
- Produced recurring video reports from construction sites as part of employee communication and safety campaigns, contributing to a 30% increase in views of related content
- Designed brochures, yearbooks, calendars, signs and other printed brand assets

Freelance Digital Media / Video Production — 2017-2019

- Delivered end-to-end video production for businesses and content creators

EDUCATION

St. Petersburg State University, Russia

- Postgraduate studies in Media Communications — 2020-2023
- MA in International relations — 2018-2020
- BA in International journalism — 2014-2018