

# Iuliia Prokopiv

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## EDUCATION

**National University of Kyiv-Mohyla Academy** - Kyiv, Ukraine

*09.2009 - 06.2011*

Master's Degree in Economic Theory, Consumer Behavior program

**National University of Kyiv-Mohyla Academy** - Kyiv, Ukraine

*09.2005 - 06.2009*

Bachelor's degree in Economic Theory, Economics and Entrepreneurship program

## EXPERIENCE

**EducationUSA Outreach Assistant.** *April 2012 – to now.*

American Councils for International Education, EducationUSA Advising Center (EAC).

- Manage with marketing, public relations and social media projects; promote EducationUSA network via Internet and in person:
  - responsible for creating news about upcoming events, webinars, fairs and updated information on scholarships, financial aid and programs of the U.S. colleges and universities;
  - develop, promote and update all social media platforms, corporate website, newsletters and list serves that enhance outreach capabilities of the center;
  - searching relevant information and posting it on social media pages;
  - creating attractive posts and banners, and also designs for EAC newsletters ;
  - interacting with online community;
  - providing online consultations
- Take part in organizing center group and outreach events and fairs:
  - in cooperation with the EAC team assist in the arrangement of the educational events for EAC visitors and other interested parties;
  - schedule and organize meetings and presentations about educational opportunities in the U.S.;
  - prepare the audience and provide all technical support before and after every presentation;
  - plan outreach (electronic and physical) to target underserved public of Ukraine;

- assembling marketing and informational handouts for educational fairs and outreach events
- Assist in organizing the U.S. Education Fairs campaigns:
  - responsible for media campaign: making a media plan and promoting the fairs through free and paid resources;
  - negotiate with advertising companies and reading and getting ready the contracts to be signed;
  - participate in planning budget for the U.S. Education Fairs
- Advise on the educational opportunities in the U.S. to students, scholars and professionals:
  - Answer basic inquiries on the process of admission to the U.S. colleges and universities
- Manage library application forms for visitors
- Compile EAC statistics reports
- Support U.S. colleges and universities in their recruitment efforts in Ukraine (sending invitations to the U.S. reps for joining fairs, group events and providing webinars for Ukrainian students)

**FLEX Flight Leader** *August 2014*

American Councils for International Education, Future Leaders Exchange Program (FLEX)

- Responsible to fly with the Ukrainian high school students to the U.S. destination and ensure that all students arrive safely.
- At the Washington Dulles Airport help students from Eurasia to check in and go through security at the airport; guide and support students who are confused, lost or whose flight was cancelled plus other related duties as instructed.

**Kyiv Alumni Resource Center Assistant.** *June 2014 – September 2015*

American Councils for International Education, Kyiv Alumni Resource Center (ARC)

- Maintaining and updating the ARC social media platforms and communication with alumni of the U.S. educational programs
- Providing help in coordinating alumni events: conferences, workshops, seminars, cultural events, etc.

**Intern to FLEX Department.** *March 2012 - April 2012*

American Councils for International Education

- Assist in filling up the data base with participants of FLEX program
- Change in the reception
  - delivering and transferring phone calls;
  - taking messages;
  - greeting visitors
- Assist in other functional duties required

**Internship. Job title – Administrator, Economist.** *November 2010 to July 2011*

Kyiv Investment Group and Intercompany University

Project group "5.Engineering", Kyiv

- Team work organization

- Organizing Internet resources, mailing
- Writing protocol of the meeting
- Evaluation and analysis of the effectiveness for investment implementation to the energy saving projects ( $r$  (%), NPV, IRR, DPP, PI)

**Program trainings:**

- Technologies of start-up and management of innovative environmental projects
- Imitation and modeling approaches to project management

**Hostess.** *Summer 2010*

"6 a Bistro" restaurant , Bally's Casino, Atlantic City, NJ, USA

Participation in the program "Work and Travel"

- Greeting customers entering the restaurant
- Taking telephone reservations
- Seating guests while being aware that no one server is overloaded with guests and to ensure a smooth and enjoyable dining experience for guests
- Supporting food and beverage team
- Keeping the reception desk clean and organized at all times

**Internship.** *Summer 2008*

Kyivmiskbud-3 PLC, Kyiv.

The department of budget and contractual services.

- Estimate formation
- Preparation of local estimates of construction works
- Operating data of the construction object
- Outputting costs for action implementation in a construction company

## RESOURCHES

**Diploma thesis.**

- Methodological principles and practical aspects of creating brands and trademarks in Ukraine.
- Crises and Investment.

**Course works.**

- Brand of the country, region, city as a tool for economic growth.
- Management of company profits from international trade transactions.

## ADDITIONAL INFORMATION

*Date of birth* - 05/31/1988, single.

*Languages*: Ukrainian - native, Russian - fluent, English - advanced, French - proficient in written and spoken.

*Computer*: experienced PC user, working with MS Office programs (Word, Excel, Power Point, Outlook), Internet (social media platforms), Adobe Photoshop.

**Personal qualities:**

Desire for constant development, skillfulness to learn and find relevant information, analytical skills, responsibility for results, punctuality, dedication to work, ability to work in a team and to work alone, optimistic orientation.

**Interests:**

Photography, photo processing, baking, yoga, short movies, business literature.