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Vladimir Khachaturov

PR manager · Moscow

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I build the media presence of large brands in national outlets: full-cycle research, executive op-eds, events and influencer work. Used to handling several companies at once while keeping one communication standard.

100M+
media reach

11
studies published by RBC, Life.ru and Rambler

15+
executive op-eds in national media

300+
journalist requests, no missed deadlines

EXPERIENCE

August 2026 — now

Russian Media Group · PR Manager

- Media presence audits: coverage and social analysis, sentiment, growth points; analytical reports on PR campaigns.
- PR for events (Russkoye Radio's birthday, Irina Viner's gala concert, the Monte Carlo Bar terrace closing): press accreditation, press wall, clippings. Three events — 500+ publications and 40M+ reach.
- Influencer work for the group's restaurants: selection by venue fit, terms, tracking. 50+ posts over the summer season.
- Ideas for PR campaigns, special projects and events; finding news hooks.

August 2025 — July 2026

Ingosstrakh · Lead PR Manager

- National media relations for five subsidiaries: Ingosstrakh-Life, Ingosstrakh-M, Ingosstrakh Pension Fund, Ingosstrakh-Investments, Bud Zdorov clinics.
- 11 full-cycle studies — from the idea and a brief for the Financial University to coverage in RBC, Life.ru, Rambler. 60M+ reach, visibility index ~100,000 (Medialogia).
- 15+ executive op-eds and long reads in Forbes and Nezavisimaya Gazeta; 2 special projects with national newsrooms; 3 press events.
- Tone of voice and dialogue scenarios for the public chatbot; launched an internal AI assistant for the PR team with IT; shared monitoring and reporting standards across five companies.

March 2023 — August 2025

Political history project (NDA) · PR Analyst, Content Editor

- Reputational narrative built on a 20+ year archive of primary sources, in a team of six PR specialists.
- Built a navigable base of thousands of documents used by the whole team; cut analysis turnaround by more than half.
- Reputational risk control in wording; a reporting template adopted as the project standard.

February 2022 — March 2023

Zhiznmart · PR Manager

- PR for regional expansion into Yekaterinburg, Chelyabinsk, Tyumen and Bashkortostan: RBC Ufa, DK.RU, 72.ru; media support for 80 store openings.
- Preventive strategy for customer price complaints.

March 2021 — February 2022

PR Dialog · Junior PR Specialist

- Monitoring and analytics for retail and FMCG clients in SCAN-Interfax: digests, sentiment, reporting; risk-based classification of coverage.

EDUCATION

RANEPA, Vladimir branch, Master's, Public Administration (in progress) · 2027

Vladimir State University, Specialist degree, Public Relations · 2025

LANGUAGES

Russian — native · English — B2

SKILLS

PR strategy · national media relations · research PR · op-eds and long reads · executive PR · events and accreditation · influencer work · crisis communications · media monitoring (SCAN, Medialogia) · analytics and reporting