

SEBASTIAN SIROTIN

Rotterdam, Netherlands

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Portfolio: <https://sas02948.journoportfolio.com/>

Skilled project manager with experience in digital marketing for brands and products. Strong background in video marketing and blogging both in front of and behind the camera. I am passionate about storytelling through graphic design, videography, communications strategy, and animation, for: medical research, e-commerce, sporting goods, academia, NGOs, architecture, live events planning, and design.

WORKING EXPERIENCE

MAY 2021 – PRESENT

SPECIALIST DIGITAL COMMUNICATIONS & MEDIA

EUROPEAN HEMATOLOGY ASSOCIATION

- Led a successful social media campaign for the EHA Annual Congress social media campaign with 15+ million impressions and achieved 20% social media follower growth.
- Develop a comprehensive annual digital content strategy; content creation of tailored messaging and communications to healthcare professionals in the EHA network.
- Direct, film, and edit promotional videos, interviews, and animations.
- Graphic design for promotional materials, videos, social media, and infographics.
- Support press-related activities at the annual EHA congresses.

SEPTEMBER 2019 – APRIL 2021

JUNIOR PRODUCT MANAGER

CHAMPION HELMETS B.V.

- Managed YouTube, Facebook, LinkedIn, and Instagram social media accounts for the Champion Helmets brand, optimizing engagement in the US and European e-commerce stores.
- Scripted and hosted short and long-form videos to sell motorcycle products, growing YouTube subscribers by 8,000; produced ~250 product videos to YouTube annually.
- Authored promotional copy, long form blog posts, descriptions for online catalogue, and social media channels.

JUNE 2019 – AUGUST 2019

PR & MARKETING INTERN

STUDIOSCHAEFFER B.V.

- Planned, filmed, and edited promotional videos tailored for LinkedIn and website.
- Photographed projects, color corrected and edited photos, and optimized them for web.
- Created graphics for internal copy and video elements.
- Managed the website and regularly uploaded new press releases, project updates, and promotional media.

FEBRUARY 2019 – MAY 2019

ACADEMIC STUDENT CONSULTANT, UNIVERSITEIT LEIDEN

- Researched how the UN International Residual Mechanism for Criminal Tribunals (UNIRMCT) could enhance the impact of transitional justice projects.
- Managed a team, ensuring timely delivery of content for the rest of the project.
- Delivered a report with recommendations on enhancing the UNIRMCT's impact on restorative justice.

JULY 2018 – JANUARY 2019

PR & COPY WRITING INTERN, KCR CRO S.A.

- Proofread and edited KCR B2B press releases, newsletters, and web content, focusing on pharmaceutical industry events and trends.
- Drafted B2B social media posts and videos for LinkedIn.
- Researched competitor's social media presence and made recommendations for future posts.
- Shot and edited promotional videos of the Berlin and Warsaw offices.

EDUCATION

AUGUST 2022

MICROMASTER PROJECT MANAGEMENT, ROCHESTER INSTITUTE OF TECHNOLOGY

- Studied project management methodologies with a focus on international organizations.

AUGUST 2019

BA INTERNATIONAL STUDIES, UNIVERSITEIT LEIDEN

- Specialized in Russia and Eurasian studies with additional courses focused on regional language, history, politics, economics, and culture.
- General courses on world history, politics, international relations, socio-linguistics, memory studies, and cultural studies.
- Completed additional honor's college courses.

AUGUST 2019

MINOR IN SCIENCE BASED BUSINESS, UNIVERSITEIT LEIDEN

- Coursework focused on scientific entrepreneurship, business strategy, and marketing.
- Main themes focused on starting competitive science-based businesses and keeping their growth innovative and sustainable over time.

LANGUAGES

- English (Native)
- Polish: C1 spoken, B2 reading & written
- Russian: B2 spoken, reading, written
- Spanish: B2 spoken, reading, written
- Dutch: Limited working proficiency

SOFTWARE

- Microsoft Office
- Adobe Creative Suite (Photoshop, Illustrator, Audition, Premiere Pro, After Effects)
- Monday.com