



HALYNA SOFIIA KANEVSKA

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ACADEMIC BACKGROUND

2018 – present	PhD student and Research Assistant, Chair of Marketing European University Viadrina, Frankfurt Oder (Germany)
2017 – 2020	M.Sc. International Business Administration European University Viadrina, Frankfurt Oder (Germany)
2015 – 2017	M.Sc. in Marketing with Honors National University of "Kyiv-Mohyla Academy", Kyiv (Ukraine)
2016 – 2017	Erasmus+ Exchange European University Viadrina, Frankfurt Oder (Germany)
2012 – 2015	Certificate Program in Theory and Methods of Communication Public Relations, National University of "Kyiv-Mohyla Academy", Kyiv (Ukraine)
2011 – 2015	B.Sc. in Economic Theory National University of "Kyiv-Mohyla Academy", Kyiv (Ukraine)

RESEARCH

Conferences

09/2019	Paper Development Conference "Fluid Organizations & Volatile Markets" German Graduate School of Management and Law, Heilbronn (Germany).
06/2019	European Advertising Academy's 18 th International Conference on Research in Advertising (ICORIA 2019) "Designing Experiences" IMC University of Applied Sciences, Krems (Austria).
01/2016	International Scientific Practical Conference "Economic development under macroeconomic instability conditions: worldwide and Ukrainian practice", National University of Kyiv-Mohyla Academy, Kyiv (Ukraine).
05/2015	International Student Scientific Conference "Europe-2015. Perestroika's effect: regimes and risks of multi-voice knowledge", European Humanities University, Vilnius (Lithuania).

Publications

Corporate Social Responsibility as the Economic Development Factor under Macroeconomic Instability Conditions (2016), in collaboration with Dr. Ganushchak-Efimenko L. and Nezhyvenko P., in Ukrainian, pp. 40-42, ISBN 978-617-696-447-6, 86 p.

The Membership in European Union as a Chance of Competitiveness for Ukrainian Economy (2016), Ukraine and European values, 1(1), The 1st Ukrainian Scientific On-Line Journal Theory & Practice of Communications, 6p.

Perestroika Period and Modernity: a Chance for Countries of Central and Eastern Europe and the Baltic Region to Heighten Their Competitiveness in Global Economy (2016), pp. 60-69, Editorial Board: Breskaya O., Gerasimovich E., Konstantyuk V., Lyubimov S., Minenkov G. et al., ISBN 978-9955-773-92-4, 478p.

TEACHING EXPERIENCE

Undergraduate Courses: Marketing (tutorials); Seminar E-Marketing & E-Commerce

Graduate Courses: Quantitative Methods (Research Module);
Marketingstrategie für Kleine und Mittlere Unternehmen

PROFESSIONAL EXPERIENCE

2019 - 2020	Consulting in Communication & Marketing Strategy, multiple projects (Germany)
2015	Accounting for End-products and Marketing Services Controlling Public Company Pharmaceutical Concern "Arterium", Kyiv (Ukraine)
2015	Sales, "Olerom Consulting", Kyiv (Ukraine)
2014	Advertising, PJSC Insurance Company "SKAID", Kyiv (Ukraine)
2014	Marketing & Communication, "CataloniaLand", Barcelona (Spain)

GRANTS

2018	Young Digital Changer Conference "Digital Future Science Match", Tagesspiegel, Berlin
2017	DAAD ERP Study Scholarship for Graduates of Economics and Business Administration for receiving a Master's Degree in Germany
2016	3 rd Prize: English Public Speaking Contest (Persuasive Speech), National University of "Kyiv-Mohyla Academy"
2014	2 nd Prize: Information Communication Campaign Design for Independent Presidential Elections Ukraine-2014 ("Center CSR Development, NGO"), Democracy Grant of the US-Embassy in Ukraine
2014	Annual Public Relations Competition "TNS" and the National University of "Kyiv-Mohyla Academy"

SOCIAL ENGAGEMENT

Organizations

2020	Member of the "Scientific Commission in Marketing" in the German Academic Association for Business Research (VHB)
2018	Member of Viadrina Consulting Group, e.V.
2014 – 2015	Head of the Student Organization „Ukrainian Student“

Projects

- 2016 – 2017 Member of Marketing Team, „ViaPens“ in European University Viadrina: Aimed to help children with cancer in Brandenburg, via "Kinderhilfe, e.V." (Germany);
- 2015 Erasmus+ Project "Peace Camp" in Denkte near Wolfsburg, "Alternative-V, NGO" (Ukraine), "ICJA Freiwilligenaustausch weltweit, e.V." (Germany);
- 2014 Head of Information Communication Campaign „Independent presidential election in Ukraine-2014“, Student Organization „Ukrainian Student“ together with "College of Young Managers and Lawyers, NGO" (Ukraine).

SKILLS

- PC-Skills** Microsoft Office, Wordpress, CMS, Adobe, ARIS, Stata, STATISTICA, SPSS, MPL, Python (Jupiter Notebook, PyCharm), SQL, R (R Studio, Kate).
- Language Skills** Ukrainian, Russian: native languages; German: C1; English: C1; Polish: A1.
- Hobbies** Guitar, ballroom dances.