



# VALENTYN ZADOIANNYI

## Marketing Specialist & Creative

Dynamic and versatile professional currently serving as a key member of the Marketing team at La Perle. With a robust background in videography, multimedia creation, and social media management, I excel in producing compelling content that drives brand engagement and achieves marketing goals.

Specializing in video creatives, I manage the entire production process from concept to execution, collaborating with various departments and coordinating shoots under tight deadlines. Passionate about crafting strong digital and social campaigns, I am dedicated to helping brands reach their sales and marketing objectives through innovative strategies and creative solutions.

### CONTACT

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### EXPERTISE

- Teamwork
- Critical Thinking
- Visual story-telling
- Content Creation
- Social Media Management
- Meta Digital Marketing
- Project Management
- Copy-writing
- Market Research
- AI Tools

### LANGUAGES

- English (Fluent)
- Ukrainian (Fluent)
- Russian (Fluent)
- German (Pre-Intermediate)

### PERSONAL INFO

Born on 6th of March 1996  
Lutsk, Ukraine

### WORK EXPERIENCE

#### CREATIVE CONTENT EXECUTIVE 2023 - Present

*La Perle by Dragone. Dubai, UAE*

- Videography and Multimedia Creation, including Cross-Functional Collaboration
- Development of Creative Concepts / Visual Storytelling
- Analytics/Reporting on Marketing Activations
- Social Media/Content Management

#### WARDROBE ATTENDANT - ADMIN 2021

*La Perle by Dragone. Dubai, UAE*

- Standard Operating Procedures (SOP) Writing
- Inventory Management and Storage Revision

#### WARDROBE ATTENDANT 2019

*La Perle by Dragone. Dubai, UAE*

- Costume Preparation / Maintenance
- Backstage Assistance / Quick Changes

#### TEAM LEADER 2018

*DHL Logistics. Dorsten, Germany*

- Control of attendance and punctuality of 55 coworkers
- Communication Coordination
- Packages sorting in the logistics center

#### CUSTOMER SERVICE REP. 2017 - 2018

*Dnipro-M. Kyiv, Ukraine*

- Communication/Consultation of customers, using the company's website chat
- Website Content Management

#### COPYWRITER 2017

*MOTrade company. Kyiv. Ukraine*

- Copywriting for Ads, using Listing websites, such as OLX(Slando), Avito, and Youla.

## EQUIPMENT USED

- MacBook Pro 2021 (M1 Pro chip)
- Canon EOS R5
- Canon EF 70-200mm f/2.8L IS III USM Lens
- Canon RF 24-70mm F2.8L IS USM Lens
- DJI RS-2 Pro Gimbal
- Godox LED Portable Light
- RODE Video Mic Go

## TECH USED

- Adobe Photoshop
- Adobe Lightroom
- Adobe Premiere Pro
- Adobe After Effects
- Microsoft Office

## ADDITIONAL INFO

- Driving License: Valid UAE driving license
- Personal Vehicle

## INTERESTS

- Photography & Videography
- Yachting / Sailing
- Traveling
- Music (Playing Trumpet) & Composing
- Video Gaming
- Nature, Permaculture & Sustainability

## EDUCATION BACKGROUND

- Tomorrow's Filmmakers** 2022 - Present  
The largest Online Film School
- National Aviation University, Kyiv, Ukraine** 2014 - 2019  
*Bachelor of Philology in Humanitarian Institute*
- Ecom Foundations Course by John Verum** 2020  
*An A-Z Dropshipping Approach and Advanced FB&IG Advertising Course.*
- Author's course of Andrii Balan "Maximum Sales"** 2018  
*3 month FB & IG and Google Ads marketing course*

## COLLABORATIVE PROJECTS

- Ya Creatives**  
Digital Marketing Specialist
- Sauce Dubai**  
*Photography and Graphic Design*
- Il Giardino**  
*Product Photography*
- Last Hopium NFT**  
*Content Producer ( Storyboarding, Videography & Editing)*
- Il Pastaio Trattoria, Mall of the Emirates**  
Content Producer ( Storyboarding, Videography & Editing)

## PERSONAL BUSINESS PROJECTS

- Sophon Boutique E-Store (ECOM/Dropshipping)** 2024  
*Sale of iPhone cases targeted at female Asian minorities aged 20-35 in Tier-1 countries.*
- TopBeauties E-Store (ECOM/Dropshipping)** 2020  
*Sale of women's headbands and bandannas targeted at a female audience aged 25-40 in the US and Australia, using a Shopify platform and FB & IG targeted advertising.*
- Late Apex Automotives** 2018-2019  
*Sale of car accessories targeting a male audience aged 20-50 in Ukraine, using targeted FB & IG advertising on the landing page.*
- PeshKu Delivery Service** 2017  
*Organization of delivery of cakes, fruit bouquets, and other products for small confectionery owners in Kyiv, Ukraine.*