



# ANASTASIA PASECHNIK

## Art Director Filmmaker

I am a down to Earth dreamer who is passionate about connecting brands with their customers through great ideas.

### Contact

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### Skills

Communication  
Teamwork  
Problem solving  
Creative thinking  
Art Direction  
Adobe Creative Suite

### Awards

Papaya Young Director Shortlist  
Creativity International Award  
Future Lions Shortlist Award  
Andy Student Gold Award  
Creativity International Award

### Languages

English - Fluent  
Russian - Native  
German - A2

### Brands

KIA, Kinder, Ferrero, Disney,  
Samsung, ESPN, Lego,  
McDonalds, New Balance,  
L'Oreal, Martini, KnotBag

## Experience

- Freelance Creative** 08/2020 – present
- MCSaatchi Berlin** 11/2019 – 06/2020  
Junior Creative
  - Was responsible for visual communication in the digital channel for Ferrero and Kinder.
- R/GA New York** 01/2018 – 06/2018  
Art Direction Intern
  - Concepted and helped produce set of videos for Disney.
  - Developed creative ideas for pitches of Vine Australia and Lovot.
  - Together with a copywriter developed and presented ideas that were produced for client ESPN and Samsung.
- VICE Berlin** 10/2017 – 12/2017  
Art Direction Intern
  - Created content for Snapchat channel of Vice.
  - Together with a copywriter, developed ideas and client presentation for Leica, Sparkasse, Adidas.
- Leo Burnett Moscow** 07/2016 – 09/2016  
Art Direction Intern
  - Created ideas for Zatecky Gus, Nescafe.
- Stereotactic Moscow** 04/2016 – 07/2016  
Production Intern
  - Worked as a production assistant for IG TV Series for Maritini.
- Publicis Moscow** 03/2015 – 12/2015  
Strategy and Digital Intern
  - Helped create strategies for Coca Cola.
  - Collected and analyzed data for banner campaigns for L'Oreal Brands.
- Miami Ad School Europe** 2016 – 2018  
Art-direction  
Diploma
- Moscow State University of Culture and Arts** 2010 – 2015  
HR Management  
Masters with honor