**Sergei Pastushenko**

**Communications and Intranet Manager**

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**SUMMARY**

Communications professional with 15 years of experience. Skilled in implementing strategies at the intersection of HR, PR, Marketing, and IT to boost company business outcomes and employee NPS.

**SKILLS**

Communications Strategy; Intranet; DEI Initiatives; Media Relations; Employee Engagement; Internal Communications; Cross-functional Collaboration; Administrative Management; Events; Data Analytics; Video&Photo Editing; Digital Content; Copywriting; Document Workflow; Microsoft Office; SharePoint; Adobe Creative Suite; Asana; Slack; Trello; HTML; CSS; Java Script; VS Code; Salesforce; ERP Systems

**EXPERIENCE**

**Intranet Manager**, *PEC Transportation Holding, pecom.ru,*03.2023 - 09.2023; Moscow, Russia

* Enhanced employee engagement through the implementation of communication strategies for a workforce of 12,000+ across 9 business units via email and intranet
* Revamped intranet UI, prototyped new HR services, ideas, contests and TV sections, improved gamification with 50+ features, and launched merchandise shop for employees
* Spearheaded inclusion program that resulted in a 20% increase in eNPS, encompassing training sessions, events, and Corporate University relaunch

**Intranet and Community Manager**, *X5 Retail Group,*10.2020 - 02.2023; Moscow, Russia

* Managed internal communication, keeping 350,000 employees across 15 business units informed and aligned with corporate objectives
* Utilized data-driven insights to continuously improve employee engagement through targeted communication initiatives and direct marketing
* Supervised the merge of 5 intranet SharePoint platforms into an in-house intranet solution, improving employee resource accessibility and satisfaction

**Internal Communications and Event Manager**, *Novikom Bank,*09.2018 - 03.2020; Moscow, Russia

* Created digital content for internal communications, connecting 1,300 employees via newsletters and the intranet, measuring success through tangible metrics and feedback
* Planned and conducted up to 30 events a year, driving employee involvement in corporate life and promoting corporate values, mission and culture
* Streamlined learning and development systems, maintaining and updating 50+ courses annually

**PR, Communications and Marketing Manager**, *Deutsche Bank,*06.2010 - 01.2017; Moscow, Russia

* Collaborated with senior leadership in order to proactively interact with press requests for interviews, comments, and quotes, managing up to 50 inquiries from journalists monthly
* Composed bi-lingual content for internal channels, Corp TV, social media, press-releases and quarterly Newsletters with up to 20+ articles in each
* Organized business, corporate social responsibility and sustainability events, contributing to increased satisfaction of 1200 employees, shareholders and clients

**EDUCATION and CERTIFICATES**

**Bachelor's Degree in Engineering**, *State Polytechnic University*09.2004 - 06.2009; Moscow, Russia

Academy of Professional Competencies, pedagogical diploma 06-09.2020; Moscow, Russia

**Communications:** [External Communications Framework](https://www.coursera.org/account/accomplishments/verify/BIK7OK9UZOBY), [Internal Communications Framework](https://www.coursera.org/account/accomplishments/verify/DZNWZ860CT17), [Corporate Communications](https://www.coursera.org/account/accomplishments/specialization/Z0F3GZ3NTRWW) (2024)

**Data analysis:** [Data-Driven Decisions](https://www.coursera.org/account/accomplishments/verify/U1J33N9CYG7C), [Prepare](https://www.coursera.org/account/accomplishments/verify/8NIJYBOXGYL3) [Data for Exploration](https://www.coursera.org/account/accomplishments/verify/8NIJYBOXGYL3), [Google Data Analytics](https://www.coursera.org/account/accomplishments/verify/C2CU3QN92W7G), [Process Data from Dirty to Clean](https://www.coursera.org/account/accomplishments/verify/2PGTV43H2OZA), [Data Through the Art of](https://www.coursera.org/account/accomplishments/verify/RZUU0KUZEBW4) [Visualization](https://www.coursera.org/account/accomplishments/verify/RZUU0KUZEBW4) (2024)

**Web development:** [Introduction to Front-End Development](https://www.coursera.org/account/accomplishments/verify/QSWWRFG9VBYZ), [HTML and CSS in depth](https://www.coursera.org/account/accomplishments/verify/8YRJ4EYC4BLQ) (2024)