



# Elena Gontcharova

Freelance artist and content creator

## Contact

- 📷 @art.gontcha
- ✉ info@elenagontcharova.com
- 🌐 www.elenagontcharova.com

## Education

Master in Journalism (Cum Laude)  
KU Leuven 2017-2019

Bachelor Communication management  
& pr (Magna Cum Laude)  
AP University College 2014-2017

## Skills

### Technical

|   |  |     |
|---|--|-----|
| Office<br>Word, Ppt, Excel                | <div style="width: 95%;"><div style="width: 95%;"></div></div> | 95% |
| Graphic<br>Adobe Indesign, Illustrator    | <div style="width: 95%;"><div style="width: 95%;"></div></div> | 95% |
| Photography<br>Adobe Lightroom, Photoshop | <div style="width: 85%;"><div style="width: 85%;"></div></div> | 85% |
| Video<br>Adobe Premiere                   | <div style="width: 80%;"><div style="width: 80%;"></div></div> | 80% |

### Languages

|                          |  |      |
|--------------------------|--|------|
| Dutch<br>Mother tongue   | <div style="width: 100%;"><div style="width: 100%;"></div></div> | 100% |
| Russian<br>Mother tongue | <div style="width: 100%;"><div style="width: 100%;"></div></div> | 100% |
| English<br>Very profound | <div style="width: 95%;"><div style="width: 95%;"></div></div>   | 95%  |
| French<br>Profound       | <div style="width: 80%;"><div style="width: 80%;"></div></div>   | 80%  |

## Experience

Freelance content creation: photography, video, graphic design and freelance artist / 2020 - present

- Logo and visual identity design
- Lay-out promotion materials (posters, flyers,...)
- Photography: weddings, events, fashion, interiors
- Maintaining communication channels for clients, such as newsletters and social media
- Artist Donkey Parade Antwerpen 2019 and freelance artist

Online Content Marketeer Royal Museum of Fine Arts Antwerp (KMSKA) / November 2019 - April 2021

- Social media management, responsible for website maintenance and other online digital channels
- Content creation and production for social media and website
- Analysing and reporting on our online content in Google Analytics
- Project manager for the new visual identity of the museum
- Maintaining graphic design and implementation of visual identity

Marketing- / communication intern Royal Opera Ballet of Flanders (OBV) March - May 2019

- Supporting the communication team with launching the new season
- Maintenance of the website and social media channels
- Copywriting website blog articles
- Photography, interviews, graphic design

Pr & communication intern LN Knits Antwerp / March - June 2017

- Assisting Ellen Kegels, founder of LN Knits
- Event photography, fashion shoots, graphic design and social media
- Organising a charity event in cooperation with the Lions Club of Antwerp
- Responsible for graphic design, photography and promotion for the event

### Study related experience

- Editorial week at StampMedia (2019): article about the Opera of Europe was published by Newsmonkey, StampMedia and in the magazine of the Royal Opera Ballet of Flanders (OBV)
- Erasmus exchange to the Solent University in Southampton (UK) for the course 'Film & Television' (2016-2017): our short film received two nominations and one award on the Solent Short Film Awards (SOSFA), organised by the university.

