

Bio

My name is Iuliia Kalinkina. I am 20 years old. I studied at the Saint Petersburg State University for Basics of business planning and marketing and at the Setters Education for Internet Advertising and now I am studying at the Russian State University for the Humanities for Modern Communication and Advertising.

I have experience of the leader of Municipal Headquarters “Victory Volunteers”, the All-Russian public movement with more than 190 000 volunteers, in 2016-2020. I worked with values of modern youth for global heritage, developing new forms for paying attention of youth to the history, social projecting and partnerships, digitalization of cultural projects.

I have experience of PR-management in AIESEC, the non-governmental not-for-profit organisation in consultative status with the United Nations Economic and Social Council, member of ICMYO, recognized by UNESCO, in 2018-2019. The result of my work was the increasing of number of events, developing programs of international internships and creating positive image of organization in Russia.

Now I work in the All-Russian Public Organization “Russian Union of Youth” that connecting more than 4 million young people. My responsibilities include Marketing, PR and Advertising EYCA in Russia. I am busy with project management, strategic planning of promotion EYCA in the regions of Russia, media-administration, carrying out communication with partners, coordinating team work for brand development and awareness of young audience about EYCA.

As for my interest, I produce my own podcast for young people, dance hip-hop, run every evening, like theater and modern art and travelling.