



# Pavel Bychkov

Male, 32 years old, born on 5 November 1987

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Another site: <http://pavelbychkov.ru>

Reside in: Saint Petersburg, metro station Mezhdunarodnaya

Citizenship: Russia, work permit at: Russia

Ready to relocate: Republic of Maldives, ready for business trips

## Desired position and salary

### Chief marketing officer

Marketing, Advertising, PR

- PR, Marketing Communications

Employment: full time

Work schedule: full day

Desired travel time to work: any

## Work experience — 10 years 8 months

August 2015 — till  
now  
5 years 2 months

### Russian Academy of National Economy and Public Administration

Saint Petersburg, [priem.spb.ranepa.ru](http://priem.spb.ranepa.ru)

#### Chief marketing officer

Since 2015, I am the head of the marketing department at the RANEPA (St. Petersburg). Despite the fact that this is a state university, 85% of its income comes from paid educational services. The first year of my work coincided with the demographic echo of the birth crisis of the 90s, which led to the lowest number of high school graduates in the entire history of the Russian Federation. For many universities, this became a force majeure that led to their closure or merger with larger universities.

So it became a real challenge for me to make RANEPA stay valid and successful university and more than that, to become the leading one in the Russian educational system. And today I can truly estimate the effectiveness of my first steps and decisions.

First, hiring a professional team, as well as writing a new advanced marketing strategy with a focus on digital promotion tools and introduction some significant innovations allowed me to build a strong marketing policy and let the university not only to go through this difficult stage but to increase market share in St. Petersburg high education from 10% to 17%, and real incomes by 128% in just five years. Today, the annual income of the university is above 1.6 billion rubles and it continues to grow.

March 2012 —  
August 2015  
3 years 6 months

### Russian Academy of National Economy and Public Administration

Saint Petersburg, [priem.spb.ranepa.ru](http://priem.spb.ranepa.ru)

#### Deputy Dean

During the period of writing my PhD thesis, I worked as a deputy dean at the Department of Social Technologies at the RANEPA (St. Petersburg). In my 24 years, I took office as the youngest deputy dean in the department's history. As a young specialist, I sought to introduce an innovative approach to my department's educational system.

The department was specialized in the preparation of bachelors of creative fields such as journalism, advertising, PR and design. So to make a great contribution and truly significant improvement in that system my colleagues and I implemented the Liberal arts system, which tends to be used in European universities,

but still is quite rare and unique solution in Russian higher education system. That approach allows students to choose their own courses and educational modules during the period of study.

Furthermore, I became one of the founders of university media holding, which combined student television, a press center, an advertising agency, a newspaper, and a radio. I also became the founder and the main trainer of an educational project called the School of Creative Leadership, where leading experts taught how to manage teams involved in professional activities related to creativity, finding new solutions and creating new products and services.

The innovative solutions introduced during the period of my work still help to attract a large number of students to the department.

The market share increased from 4% in 2012 to 16% in 2015 and then after I became the head of the marketing department to 38% in 2020. So the department holds a leading position among its competitors in the region.

September 2010 —  
February 2012  
1 year 6 months

## 5th channel

[www.5-tv.ru](http://www.5-tv.ru)

### Editor assistant

After graduation, I worked on the set of the TV show at the 5th channel called "Meetings on Mokhovaya". The show was dedicated to the interviews by the host Nika Strizhak with famous actors, directors, artists, and musicians. My responsibilities included working with guest celebrities, full accompaniment and coordinating interview questions.

I was lucky to work with such famous celebrities as an actress Lyudmila Gurchenko, actors Armen Dzhibgarkhanyan and Leonid Kanevsky, directors Stanislav Govorukhin and Igor Ugolnikov, a singer Diana Arbenina, and a legendary artist Mikhail Shmilyakin.

This job made me realize the importance of making a good first impression, working hard, being creative and moreover being courageous enough to communicate with the high flyers. That experience became a background for my marketing career.

September 2008 —  
March 2009  
7 months

## Publishing House "Sobaka.ru"

[www.sobaka.ru](http://www.sobaka.ru)

### Associate editor

As a pre-diploma internship, I worked at the Publishing House "Sobaka.ru" (magazines: Sobaka.ru, TimeOut, Kvartal'niy nadziratel).

Main responsibilities:

- Preparation of articles about cultural events of the city;
- Participation in special projects, such as the "TOP 50 the most famous people of St. Petersburg"
- Accompanying guests of the editors;
- Organization of interviews with Russian celebrities for the "Portraits" column.

Results:

During my work, there were 9 issues of the magazine. In which were published 17 of my articles and 8 interviews that I conducted.

The harsh atmosphere of the editorial work taught me stress tolerance, efficiency, creative approach to work and, of course, the ability to negotiate.

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## Education

### Candidate of Sciences

- 2015 **Saint-Petersburg University of the Humanities and Social Sciences**  
Department of Culture, Cultural Studies (phd)
- 2014 **Russian Academy of National Economy and Public Administration under the President of the Russian Federation, Moscow**  
Department of Social technology, Sociology (master of sociology)
- 2009 **Saint-Petersburg University of the Humanities and Social Sciences**  
Department of Journalism, Journalism (bachelor of journalism)

### Professional development, courses

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- 2017 **Course on project management**  
Russian Academy of National Economy and Public Administration, Moscow, Project manager
- 2016 **Modern models of technology and content of educational systems**  
St. Petersburg Academy of Postgraduate Pedagogical Education, Trainer
- 2015 **Technologies for improving the efficiency of the educational process**  
Russian Academy of National Economy and Public Administration, Moscow, Trainer
- 2012 **Professional communication technologies (in English)**  
Russian Academy of National Economy and Public Administration, Moscow, English language
- 2010 **Improving the communicative competence of teachers**  
Saint-Petersburg University of the Humanities and Social Sciences, Trainer
- 2010 **Digital technologies in journalism**  
Saint-Petersburg University of the Humanities and Social Sciences, Journalist

### Electronic certificates

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- 2017 Java. Level 2. Advanced Course
- 2016 Introduction to Programming. Video Course  
Java Intensive Course. Introduction to Programming Language  
Java. Level 1. Java SE 8+

### Key skills

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- Languages Russian — Native  
English — C1 — Advanced
- Skills **PR** **Internet Marketing** **Public Speaking** **B2B Marketing** **B2C Marketing**  
**Brand Management** **Web Design** **Teamleading** **Analytical skills** **Marketing Events**  
**Advertising** **Marketing Communication** **Creativity** **SMM** **Training & Development**  
**Media Relations** **Adobe After Effect** **Adobe Premier** **Adobe Photoshop**  
**Adobe InDesign** **Adobe Illustrator**

### Driving experience

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Driver's license category B

## Further information

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### About me

In my professional career, I try to do everything one hundred percent.

I don't like it when the work is done just fine, I strive for true excellence in all fields. Whether it is education, work, sport or personal projects, everywhere I try to achieve maximum success.

Outside working hours, I enjoy marathon running, which requires an athlete not just physical training, but precise planning of how energy will be distributed over a 42-kilometer distance. Such a sport requires tremendous willpower and great patience not only for the 4-hour race but also for many months of preparation for it.

My personal motto is the well-known principle: "Nothing is impossible." It allowed me to do a lot of great things, for example, to contact the international space station when it was needed for one of my projects and also it helped me to cross the finish line of the legendary TCS New York City Marathon and to be one of those whose name was published on the pages of the New York Times.