



Artem Matviienko

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Languages:

Ukrainian, Russian (native),

English (intermediate)

Skills:

- Mass media and public relations
- Interaction with authorities
- Corporate communication
- Crisis communication
- Reputation management
- Corporate social responsibility

Career Summary

Public and Media Relations Consultant, Co-Founder of PR Buro Ackermann (**Jan 2021–Present**)

Head of Press Centre for Mayor Candidate in Regional Elections (**Mar 2020–Dec 2020**)

Key Responsibilities:

- Interaction with national and regional mass media
- Candidate positioning strategy development
- Contributing to the candidate's election programme development
- Crisis response
- Assistance in forming district and city council candidate lists

Key Achievements:

- Raised candidate awareness from 0% to 30%.
- The candidate entered the second round of elections.

Director of PR Department at Metinvest (Apr 2017–Mar 2020)

Direct subordinates included four regional branch directors, the head of the national media relations department, and a press secretary. The total number of employees was eight, Metinvest's press office employed over 100 people, and the overall company staff was more than 80,000 people.

Key Responsibilities:

- Coordinating the work of regional offices in the Group's cities of presence (Zaporizhzhia, Kryvyi Rih, and Mariupol)
- Communication effectiveness assessment system development
- Promoting the sectoral agenda on the national level
- Building constructive relationships with public organisations, activists, and experts
- Developing an external communication strategy for Ukraine
- Interacting with international, national, and regional mass media

Key Achievements:

- Adapted and implemented a communication effectiveness assessment system based on international practices ([AMEC](#)). Every communication activity was examined in terms of its necessity and value for the business. Independent international auditors, in particular [Stuart Bruce](#), recommended my model for implementation across all of SCM's businesses. Implementing the model yielded Metinvest Group a total economic effect of over \$500 million (the economic effect from communication was calculated as the financial effect from the adoption or non-adoption of laws after the Company's communication expenses).
- Developed and partially implemented a software complex for interaction between press service employees. The annual economic effect for the business exceeded UAH 5 million.
- Created an information and analysis centre to promote the metallurgical agenda on the national and international levels. **The target audience** was the legislative and executive authorities of Ukraine as well as investors, analysts, and the business community on the international level. The centre became an expert portal providing the most relevant information in the metallurgy market.

Established cooperation with opinion leaders in ecology, economics, and finance on promoting the necessary agenda on the national level.

- Structured work with **the national mass media**: 5 Kanal, Channel 24, TRC Ukraina; **online media**: censor.net, 24tv.ua, rbc.ua, obozrevatel.com, strana.ua, Gordon, korrespondent.net, tsn.ua, Segodnya, Focus, LB.ua, Mirror Weekly, Delovaya Stolitza, Delo, 5 Kanal, Detali, Fakty (ICTV); and **news agencies**: UNIAN, UkrNovyny, UNN, Interfax-Ukraine.

PR Director at Dnipro Metallurgical Plant (Nov 2015–Apr 2017)

Direct subordinates included two PR department heads (Kamianske and Kryvyi Rih), an internal communications department head, and a media relations department head, the total number of press service employees was 10, and that of the company staff was over 12,000.

Key Responsibilities:

- External and internal communication strategy development
- Brand reputation analysis
- Management of national and regional media relations
- Crisis management

- Corporate media management (DMZ News, Intranet, etc.)
- Marketing communications and branding (advertising, promotional materials, the Company's visual positioning, etc.)

Key Achievements:

- Established cooperation with independent labour unions in Kryvyi Rih. At the time of employment, the head of the Sukha Balka independent labour union went on an indefinite hunger strike and campaigned for employees to engage in a labour dispute with the company management. Direct dialogue and constant communication helped to prevent the initiation of a labour dispute and production downtime. After two years of productive cooperation with the Independent Trade Union of Miners of Ukraine, they turned from an enemy into an ally.
- Established cooperation with the environmental and public organisations of Dnipro to stop environmental rallies from being held near Dnipro Metallurgical Plant. Organised regular press tours for mass media and public activist tours to reduce the tensions around the enterprise's environment-protection and industrial activities.
- Ensured timely communication in mass media to help resume the enterprise's operations after the Prosecutor General's Office confiscated the documents, halting production at the Sukha Balka mine over the absence of the mining licence.

Head of the Kryvyi Rih PR department at Metinvest. The Group's mining assets included Northern, Central, Ingulets, and Southern mining and processing plants (Oct 2013–Nov 2015)

Direct subordinates: four media relation department heads (for each of Metinvest's mining facilities), a journalist, and an analyst. Press service employed 14 people in total, while the company's staff was over 25,000 people.

Key Responsibilities:

- PR strategy development and implementation
- Annual reputation study
- Brand and marketing communication
- Interaction with mass media
- Participation in the preparation of corporate social responsibility projects
- Public image of the top management

Key Achievements:

- Restructured the PR department, implementing unified standards for external and internal communications management.
- Adopted five-year roadmaps.
- Brand awareness grew by 20% over two years.
- Group leader citations increased by 30%.

Head of Press Relations Department, Press Secretary at Southern Mining and Processing Plant (Jun 2010–Oct 2013)

The internal communication department head and the editor-in-chief of the corporate newspaper were direct subordinates. Press service employed a total of five people, and the overall company staff was 10,000.

PR Manager at Northern Mining and Processing Plant (Oct 2006–Aug 2010)

Education:

Corporate training programme, INSEAD MBA (2018–2019)

Journalism at Oles Honchar Dnipro National University (2010–2012)

Software Engineering at Kryvyi Rih National University (2001–2006)

Social activism:

- Member of the Kryvyi Rih Strategic Development Committee
- Participant in an industrial tourism programme in Kryvyi Rih
- Member of the 5th City Council of Kryvyi Rih

Personal information:

A result-oriented hard worker with excellent communication, management, and team leadership skills.