

Serhii Pshenyshnyi

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U.S. Work Authorized

SUMMARY

Media and Public Relations Specialist with experience in social media management, basic graphic design, and event coverage. Skilled in coordinating marketing activities, supporting executive operations, and maintaining online presence. Proficient in tools such as Adobe Creative Suite, Canva, CapCut, Buffer, and Google Workspace. Fluent in Ukrainian and Russian; intermediate English proficiency.

Team Associate

Panera Bread Company; Southampton, PA (01/2026 – 06/2026)

Director of Media and Public Relations / Personal Assistant

Paykin Law; Floral Park, NY (09/2024 – 06/2025)

- Promoted from Personal Assistant to Director of Media and Public Relations within months.
- Developed and executed marketing strategies across social media, website, and digital advertising.
- Designed visual content for print and digital use using Adobe Creative Suite, Canva, and CapCut.
- Provided photo and video filming and coverage of events.
- Managed and updated website content, social media posts, and online presence using Google Workspace and Buffer.
- Continued to provide personal assistance to the Managing Attorney, handling both business and personal tasks.

Installer Assistant

Easy Way Install; Brooklyn, NY (01/2024 – 05/2024)

- Coordinated delivery and organization of advertising materials and assisted with installations.
- Filmed and edited promotional videos for social media.
- Managed inventory using Trello, Boxhero, and Microsoft Excel.

Camp Counselor (Seasonal)

First Children's Academy; Southampton, PA (06/2023 – 09/2023)

- Led daily activities and ensured the safety and engagement of campers.
- Developed outreach plans to promote the camp's objectives.

Communications Manager

Chernihiv Regional Children's Hospital; Chernihiv, Ukraine (09/2022 – 02/2023)

- Managed website design, social media content, and media relations.
- Created and edited photos/videos for promotional use.

EDUCATION

Kyiv National University of Technologies and Design; Kyiv, Ukraine
Bachelor's Diploma in Graphic Design (2022)