

Katerina Grekhova

ART-DIRECTOR

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Profile

Creative project manager with 10+ years in international advertising agencies.

As an art director, I've driven the creative process from concept to final execution for 50+ projects for global brands, crafting ideas that engage audiences and deliver business results. I've managed internal and external teams - including production studios, designers, and illustrators - and coordinated international shoots in Spain, France, and the Netherlands. Bronze Effie Awards winner.

Recently relocated to Denmark with residence and work permit.

Experience

CREATIVE PROJECT MANAGER • SELF-EMPLOYED • SERBIA • 2022-2025

Collaborated remotely with creative agencies, production houses, and startups to deliver:

- *Hand-drawn animations* for series title sequences and promotional content.
- *Animated explainers* for reports, presentations, and campaigns.
- *Visual strategy* development for startups, aligning branding with storytelling.

SENIOR ART-DIRECTOR • PUBLICIS GROUPE • CIS • 2018-2022

Achievements:

- *Initiated and supervised the development of the online game "Dirol Party Runner" for the the social network VK mini apps platform (1M+ launches).*
- *Created 6 advertising campaigns for new products (Mercedes A-Class, Mercedes GLS, Mercedes CLA, Head&Shoulders Derma XPro, Visa Partnership, Dirol packaging rebranding).*
- *Conducted 30+ campaigns to support clients' core products (P&G, Nivea, Pampers, Milka).*
- *Produced 20+ advertising videos and accompanying materials (prints, banners, CRM, social media posts, special projects).*

- Led strategic creative development for product launches and ongoing campaigns.
- Established long-term productive relationships with clients organized weekly meetings to present market analysis, tactics, and proposals for improving work.
- Developed briefs and specifications for performers and contractors; selected project performers
- Supervised full production cycles including photo and video shoots.
- Led project teams, both in-house and external contractors (up to 20 people).
- Mentored junior creatives and conducted practical workshops for interns.

ART-DIRECTOR • J.WALTER THOMPSON • CIS • 2014-2017

Achievements

- *Got Bronze EFFIE Award. Category: "New technologies in digital communications". Client: Nestle.*
- *Got Golden AKAR Award. Category: "Business Effectiveness". Client: Nestle.*
- *Conducted 25+ campaigns to support clients' core products (Bepanten, Calcemin, Elevit, Shell, KitKat, Avon, Nestle).*
- *Created advertising campaigns for new products (Supradyn, Teraflex, Nestle, BonPari).*
- *Developed a visual chatbot in social network VK Messenger for Nestle Bonpari (over 40,000 contacts).*

- Developed campaign concepts aligned with client goals and based on research, data analysis, and creative strategy.
- Created detailed briefs and technical specifications for performers and contractors; curated teams of designers, animators, and production studios based on project requirements.

- Oversaw all production stages, from initial briefings and pre-production to final execution, ensuring consistency with the approved creative concept.
- Managed cross-functional project teams of up to 10 people, providing leadership, task delegation, and quality control across disciplines.

JUNIOR ART-DIRECTOR • PUBLICIS GROUPE • CIS • 2012-2014

Designer at Saatchi&Saatchi • 05/2012-12/2012

Junior art-director at Saatchi&Saatchi • 01/2013-01/2014

Junior art-director at Publicis Groupe • 01/2014-07/2014

- Collaborated with a copywriter in generating ideas for advertising campaigns (Garnier, L'Oréal, Fenistil, Procter & Gamble, Coca-Cola, Kraft Foods, Campina, Procter & Gamble, Tele2, Old Spice).
- Prepared tender presentations (Won a tender for the Jacobs advertising campaign).
- Participated in photo and video shoots (Garnier photoshoot, produced digital videos for Nestle, Pampers, Head & Shoulders).

IMPORT MANAGER • KODAK • 07/2007-08/2010

- Planned supplies and purchases of photo products and offset plates in the Russian Federation.
- Optimized current supply chains (established new interaction with the plant in Germany).
- Managed warehouse and customs documentation.
- Worked in the SAP system (configured the interaction system with the plant systems in Germany).

Skills

Programmes: Adobe Photoshop, Illustrator, Premiere, After Effects, Animate, 3ds Max, Figma

Management: Agile, Scrum, Waterfall

Interpersonal skills: strategic mindset, collaboration skills

Languages: English (C1) French (B1+) Russian (Native)

Education

University of Herfordshire • 2008-2012

Graphic Design and Illustration. Masters degree

Russian Foreign Trade Academy • 2002-2006

Foreign trade management. Bachelor degree

Courses & Certificates

Google AI Essentials & Prompting Specialization • 2025
[Specialization Certificate](#)

Hand-Drawn Digital Animation • 2025
domestica.org

Project management in IT • 2022-2023
Yandex.Practicum

UX&UI Design • 2018
British Higher School of Design

Digital Art Direction • 2016
British Higher School of Design

Digital Art Direction • 2016
British Higher School of Design

Interests

I'm running a personal illustration project focused on abandoned buildings with distinctive local architecture. To find these hidden gems, I explore on foot and by bike, documenting their stories through my drawings. As a visual creator and mother of a 5-year-old, I love creating educational visuals to spark curiosity—from animal letter cards for early reading to playful illustrations.

[Instagram](#)

[LinkedIn](#)