



## ABOUT

Creative Director & Producer with 10+ years of experience managing multichannel campaigns, CRM strategy, and content production across retail and e-commerce. Skilled in customer engagement, segmentation, and data-driven performance optimization. Known for cross-functional collaboration and delivering consistent brand experiences.

## EXPERTISE

CRM Strategy

Campaign Management

Art Direction

Visual Concept Development

Social Media Strategy

Performance Optimization

## LANGUAGE

English  Fluent

Russian  Native

German  Advanced

## CONTACTS

 [inobjectanja.com](http://inobjectanja.com)

 misyura.anna@gmail.com

 +49 162 206 39 51

 Düsseldorf, Germany

CREATIVE DIRECTOR & PRODUCER

# ANNA MISYURA

## WORK EXPERIENCE

CREATIVE DIRECTOR & PRODUCER 2024 - present

September 9, Düsseldorf

- Plan, coordinate, and execute digital campaigns for national brands and public figures across social media, websites, and e-commerce
- Develop creative concepts and visual storytelling strategies adaptable across formats and platforms
- Serve as primary liaison between clients and collaborators, fostering long-term creative partnerships
- Lead campaigns end-to-end, managing timelines, workflows, and resources
- Collaborate with internal and external teams to align creative execution with strategic goals
- Translate brand and product stories into engaging video, photoshoot, and e-commerce content
- Monitor trends, identify risks, and optimize creative direction and campaign performance

LEAD PHOTOGRAPHY VIDEOGRAPHY

2020 - 2025

ESPRIT, Düsseldorf

- Creative Direction visual content on brand and storytelling.
- Overseeing content, video, photoshoots, online store.
- Research of new trends and direction to brief the Team and ensuring up to date brand vision.
- Producing video content for social media, ensure it meets brand DNA and guideline.
- Developing and mentor Team of 4 people.

ART DIRECTOR

2011 - 2020

InObject, Hamburg

- Produced photo and video content for campaigns and brand storytelling.
- Managed content and social media planning, including timelines for ongoing projects (website, social media, blog), budgets, shooting permits, and production negotiations.
- Created print layouts and visual storytelling content for multiple social media platforms.
- Built and maintained a strong network of external stakeholders, creatives, and talent.
- Executed seasonal brand storytelling and led creative direction for campaigns, overseeing schedules, team assignments, progress updates, and stakeholder reporting.

CREATIVE DIRECTOR & PRODUCER

# ANNA MISYURA

## EDUCATION

### BACHELOR'S DEGREE

Engineering and pedagogics  
Moscow State Agricultural University  
**2001 - 2006**

## PROFESSIONAL DEVELOPMENT

### PR MANAGER

Patrice Lumumba Peoples' Friendship University of Russia, Moscow  
**2005-2006**

WEB AND GRAPHIC DESIGNER  
The Bauman Moscow State Technical University, Moscow  
**2011**

### VISUAL ARTIST

School of Visual Art and Design Alsterdamm, Hamburg  
**20014 - 2016**

## CERTIFICATIONS

CREATIVE DIRECTION IN FASHION  
Condé Nast College of Fashion  
**2023**

MANAGEMENT OF FASHION AND LUXURY COMPANIES  
Bocconi University  
**2024**

## REFERENCES

Rosa Granados      rsgranados@gmail.com  
Wairis, Düsseldorf

Ion Barbu      LinkedIn  
Creative Director, Düsseldorf

Anna Chistyakova      anna@elenamodels.de  
Elena Models, Düsseldorf

## WORK EXPERIENCE

### JUNIOR CREATIVE DIRECTOR

2010 - 2011

SVOE MNENIE

- Led seasonal support initiatives in collaboration with the UI/UX team to strengthen ongoing campaigns.
- Collaborated with sales and marketing teams to analyze campaign performance and adjust strategy as needed.
- Tracked and managed financial contracts, negotiations, and payments.
- Directed the full spectrum of marketing assets, including luxury fashion editorials, video, styling, social media, UX design, HTML, print, and digital media, driving engagement and community growth.

### INTERNAL COMMUNICATION SPECIALIST

2009 - 2010

JAPAN TABACCO INTERATIONAL

- Provided visual and creative support for the Public Affairs department.
- Created and led an internal TV podcast and website.
- Led photo production, creative direction, and copywriting for the internal corporate magazine.
- Managed the KAIZEN Suggestions System Program, including regular reporting and updates.
- Oversaw equipment procurement and usage, ensuring safety guidelines and instructions were followed.

### ART DIRECTOR AND SCREENWRITER

2006 - 2009

Media Group

- Produced music concerts featuring A-list talent, and served as on-set producer for TV series and films, overseeing all aspects of production.
- Wrote screenplays for events and shows, developed photo and film content, and managed press releases and interviews.
- Led and coordinated the creative team across projects.
- Managed A-list guests administration for events, concerts, premieres, and shows, ensuring a seamless experience for all attendees.