



## 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

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📍 Düsseldorf, Germany

CREATIVE DIRECTOR & PRODUCER

# ANNA MISYURA

## WORK EXPERIENCE

CREATIVE DIRECTOR & PRODUCER 2024 - present  
September 9, Dusseldorf

- 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 INTERNATIONAL

- 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.