ANNA GRUSHKO

EVENT PRODUCER & CULTURAL MARKETING SPECIALIST

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Event producer and cultural marketing specialist with experience creating community-led events, coordinating partners, developing promotional campaigns and supporting projects from early planning through on-site execution. With a background in Business Psychology, I combine an understanding of audience behaviour with hands-on production, creative thinking and sharp attention to detail. Working at the intersection of culture, design, technology and live experiences, turning ambitious ideas into organised, memorable realities. Striving to deliver an unforgettable experience that resonates with the public.

EDUCATION

Bachelor of Business Psychology
SRH Haarlem University of Applied Sciences
Oct 2022 - Jun 2026

- Bachelor Thesis: How aesthetic disruption in physical brand environments influences brand recall among young adults.
- Thesis Playbook: A playbook for disruptive advertising design.

JOB EXPERIENCE

Event Producer & Partnerships Coordinator
The Social Club - SRH Haarlem University of Applied Sciences
Jan 2025 - Present

- Planned and delivered a year-round programme of monthly networking, cultural and community events, attracting 70–100 attendees per event.
- Produced events from concept to on-site execution, adapting to evolving priorities and coordinating venues, logistics, volunteers and attendee experience in a fast-paced environment.
- Initiated and developed partnerships with sponsors, guest speakers and external organisations, securing both financial and strategic collaborations.
- Led outreach to industry professionals and coordinated speaker participation, including a flagship networking event featuring speakers from Nike and leading Dutch companies.
- Supported event marketing and community engagement through promotional campaigns across university channels.
- Contributed to the growth of The Social Club from a student initiative into an officially registered university organisation.

Volunteer Event Producer
The Latin Experience - Amsterdam, The Netherlands
Feb 2026 - Present

- Supported the production and on-site execution of large-scale Latin cultural and nightlife events celebrating the music, traditions, and communities of different Latin American countries, welcoming 800–1,200 attendees.
- Assisted with venue setup, event styling and front-of-house operations, creating a seamless and engaging guest experience from arrival through event close.
- Coordinated guest registration, supported performers and interactive activity areas, and responded proactively to operational challenges in a fast-paced live event environment.
- Collaborated closely with the production team to ensure smooth event operations, adapting quickly to evolving priorities throughout each event.

Marketing & Business Development Intern
Pilotfish - Amsterdam, The Netherlands
Oct 2025 - Jun 2026

- Contributed to the company's website relaunch by auditing the existing website, identifying content gaps and user experience improvements, and helping redesign its structure, navigation and messaging.
- Developed website content that clearly communicated the company's services, expertise and value proposition across multiple industries.
- Managed and optimised CRM workflows in HubSpot, building and maintaining a structured client database to support business development activities.
- Identified and qualified prospective clients using HubSpot, LinkedIn Sales Navigator, Surfe and market research, supporting targeted outreach and business development initiatives.
- Conducted market, competitor and industry research to identify new business opportunities and support strategic marketing initiatives.
- Collaborated with cross-functional teams across marketing, sales and design to strengthen the company's digital presence and commercial growth.

KEY SKILLS

- Event Production
- On-site Event Execution
- Partnership Development
- Event Logistics
- Community Engagement
- Brand & Content Marketing
- Business Development
- HubSpot CRM
- Project Coordination

LANGUAGE

- Russian - Native
- English - Advanced
- Spanish - Intermediate
- Ukrainian- Intermediate

CERTIFICATIONS

- HubSpot Academy - Social Media Marketing
- Google Digital Academy - Fundamentals of Digital Marketing
- Yale University - Summer Institute for Gifted
- IELTS