

Curriculum Vitae – Louis Brooke – Advisory Panel

Louis Brooke is the Managing Director of Zinc Network with more than 10 years' experience working in complex strategic communications, such as countering violent extremism, countering disinformation and promoting good governance. Louis' career has spanned a number of key leadership roles. He has managed projects across the world, including the Baltics, East Africa, the Balkans and the Middle East.

Working in partnership with national and international governments, Louis has delivered counter-disinformation projects in the Baltics, Ukraine, Georgia and Russia that range from delivering alternative and counter narratives from Zinc's flagship Russian-language social media platform (ZAG), to creating and working with a network of influencers to enhance their capabilities in disputing disinformation narratives. Louis has previously delivered advisory work for the Prime Minister of an Eastern Partnership regarding national disinformation influence.

Louis regularly lectures at Kings College, London, regarding disinformation and strategic communications, and is on the board of the NATO Strategic Communications Centre of Excellence.

NATIONALITY

British

EDUCATION

2006 - 2009 BA 1st class (Hons), Philosophy, Politics and Economics, University of Oxford

COUNTRIES OF WORK EXPERIENCE

Belgium, Estonia, Georgia, Iraq, Kenya, Latvia, Lebanon, Lithuania, Pakistan, Somalia, Tunisia, Ukraine, USA

LANGUAGES

English (native)

RELEVANT PROJECT EXPERIENCE

Worldwide, 2015 – ongoing, Zinc Network | Managing Director

- Responsible for all aspects of international work for Zinc Network, across country offices in Kenya, Somalia, Tunisia, Estonia, Australia and Iraq
- Developed a portfolio of work globally worth £8m p/a
- Oversees all aspects of portfolio including strategy, creative, implementation, budget, client management and business development

Europe, SCAT, 2014 – 2015, EU DG Home | Team Leader

- Established a team within EU DG Home to build the capacity of member states to undertake strategic communications campaigns around Counter Violent Extremism issues
- Led a team of 6 established networks of senior communications and counter terrorism officials from 24 member states within the EU which met on a monthly basis for knowledge sharing and training sessions
- Led 10 consultancy visits to different EU member states which involved on the ground research with senior politicians and officials from the police, Ministry of Interior and intelligence as well as representatives from communities and media

East Africa, 2013 – 2015, Zinc Network, US Department of State/UN, Head of East Africa

- Responsible for all of Zinc Network's operations across the region.
- Responsible for Somalia and Kenyan stakeholder engagement across the public/private sector
- Developed communications strategies for clients and acted as executive producer for TV and radio content

UK, 2009 – 2013, LRS | Communications and Marketing Director

- Responsible for developing and implementing the marketing, communications and investment strategies for an innovative social enterprise providing a diverse range of financial services to excluded communities
- Successfully developed and delivered an integrated marketing and communications plan achieving greater brand awareness, consistent messaging and increased turnover across various service areas
- Led on raising investment for the company and successfully secured £4 million in grants and negotiated a further £22m in private funding

Curriculum Vitae – Urve Eslas – Advisory Panel

Urve Eslas is a strategic communication and foreign policy expert with more than 13 years' experience and with a keen interest in the Baltic States, Eastern Europe and Russia. Urve has worked for Estonia's largest daily newspaper, Postimees, as well as the Estonian Public Broadcaster, Center for European Policy Analysis and the Office of the former President of Estonia, Toomas Hendrik Ilves. Urve worked for the StratCom programme of a Washington-based think tank, the Centre for European Policy Analysis. She has been developing and maintaining a network of government organisations, NGOs and media organisations in the Baltic States, providing platforms for NGOs working on disinformation in Estonian media, organising gatherings, discussion groups and media campaigns to increase media integrity and information resilience. She has been actively involved in numerous conferences, forums and discussion groups, and has briefed governments and NGOs on information warfare and strategic communication in Europe and the United States, including the US National Intelligence Council, the US State Department, the US National Security Council, and NATO.

NATIONALITY

Estonian

EDUCATION

2004 MA Philosophy, Estonian Institute of Humanities

2003 BA Humanities, Estonian Institute of Humanities

COUNTRIES OF WORK EXPERIENCE

Estonia, Latvia, Lithuania, UK

LANGUAGES

Estonian (native), Russian, English

RELEVANT PROJECT EXPERIENCE

Estonia, 2016 – Present, Office of the President of Estonia | Advisor to the former President of Estonia Toomas Hendrik Ilves

- The Office of the President supports the President and former Presidents in fulfilling their official duties
- The Office manages the domestic and foreign communications of the President and former Presidents, information exchanges with the media, the public and other stakeholders
- Responsible for strategic planning, public engagement, political affairs, and communications

Estonia, 2016 – Present, Centre for European Policy Analysis, StratCom Initiative | Adjunct fellow

- The Centre for European Policy Analysis is a research institute based in Washington, DC, dedicated to the study of Central-Eastern Europe and Russia
- Responsible for monitoring and analysing disinformation in Estonia and the neighbouring countries, developing and maintaining the NGO's network in Baltic States, briefing governments and NGOs on information warfare and strategic communication in Europe and the United States

Estonia, 2007 – 2016, Postimees daily newspaper | Opinion page editor

- Postimees is Estonia's biggest daily newspaper
- As an opinion page editor, Urve was responsible for strategic planning of opinion pages, developing and maintaining contacts with government organisations, NGOs, media organisations and opinion leaders, organising conferences, gatherings, discussion groups, and writing editorials and columns
- In her editorials she focused on politics, information- and cyber warfare, media integrity and information resilience
- In 2007, after Russia's active disinformation campaign in Estonia, Urve established an information resilience section that regularly translated and published opinion pieces by Western journalists and

analysts, and that later gave a platform for the Estonian voluntary organisation Propastop, which monitors, analyses and debunks cases of disinformation in Estonian and Russian media

Estonia, 2013 – 2016, Estonian Public Broadcasting | Radio commentator

- Estonian Public Broadcasting is a publicly funded radio and television organisation in Estonia
- The role of radio commentator is to analyse current events and developments both in domestic and foreign politics
- Urve's thematic focus lay on Russia, information warfare, and strengthening of civil society

Estonia, 2012 – 2016, Radio Kuku | Host of the weekly radio programme “Vahtund Postimehega” (“Recess with Postimees”)

- Radio Kuku is a politically independent privately-owned radio station in Estonia
- “Vahtund Postimehega” (“Recess with Postimees”) is a weekly radio programme covering current affairs
- Responsible for strategic planning of the programme, creating and maintaining a network of opinion leaders, and leading discussions

Estonia, 2014 – 2016, Estonian Public Broadcasting | Host of the weekly radio programme “Vasar” (“Hammer”)

- Estonian Public Broadcasting is a publicly funded radio and television organisation in Estonia. “Vasar” (“Hammer”) is a weekly radio programme on culture and politics
- Responsible for strategic planning of the programme, creating the network of opinion leaders, and leading discussions

Curriculum Vitae – Gordon Macmillan – Advisory Panel

Senior news executive with extensive editorial and management experience at UK and international level. A strategic thinker with a proven track record in change management and the adoption of new technology and working practices to improve quality and efficiency. An innovative leader who has integrated broadcast and digital editorial teams and delivered effective multi-platform working. Achievements: major audience growth across digital and broadcast platforms; establishing STV as a major Scottish commercial online news provider; adding cost-effective new content; delivering the introduction of newsroom production technology with step-changes in efficiency; launching of critically acclaimed new programme genres. Skilled at developing successful editorial strategies informed by analytics and consumer insights.

Media consultant specialising in change management, leadership development, digital and broadcast integration, multi-platform working, automation efficiencies and organisational effectiveness.

Delivered Thomson Reuters Foundation support for Belsat, an independent broadcaster based in Poland and broadcasting to Belarus. The project across 2018 and 2019 involved an extensive organisational review, management coaching and development and the introduction of new organisational structures, new technology and working practices.

NATIONALITY

British

EDUCATION

MA Honours degree in Politics and Economics by the University of Aberdeen

COUNTRIES OF WORK EXPERIENCE

Belarus, Moldova, USA

LANGUAGES

English (native)

RELEVANT PROJECT EXPERIENCE

Belarus, 2018 – 2019, Belsat, FCO | Lead Consultant

- Lead consultant and provider of flexible support for Belsat

Global, 2017 – ongoing, various | TRF Trainer and Consultant, Lead Consultant

- TRF trainer focused on newsroom management, organisational efficiency, digital integration.

UK, 2004 – 2018, STV | Head of News

- Led a team of 170 editorial and technical staff across five production centres in Scotland
- The team produced distinct digital and broadcast news services for four regions within Scotland
- The major focus was the integration of separate editorial teams into a single multimedia unit with specialised newsgathering, production and resource management

USA, 1996 – 1999, CNN International | Senior Programme Editor

- Led the production team working on the peak schedule for Europe, the Middle East and Africa
- In addition to scheduled *World News* programmes, output included major breaking news coverage, using newsgathering resources across the United States and throughout the world
- A major project was the launch of dedicated regionalised daytime programming for Europe and Asia, where Gordon managed production teams in Atlanta, London and Hong Kong

UK, 1995 – 1996, BBC Regional Broadcasting | Chief Assistant to MD

- Based in London providing management support to the senior BBC executive team, main focus was assisting and promoting a move to digital production with the introduction of new technology and more flexible working practices across the UK

Curriculum Vitae – Colm McGiven – Advisory Panel

Colm's background is in Higher and Further education having started a career at Queen's Belfast where he was a student leader, before moving to the Workers' Educational Association where he was responsible for Northern Ireland's largest programme of Adult and Community education. This included strategic partnerships with Queen's on Access Courses for Trade Unionists and a range of other projects. He is a trained negotiator and facilitator. He has a long track record of working at a community level on conflict resolution and negotiation with peace-building groups across Northern Ireland and internationally. He also has substantial experience in facilitating and leading strategic planning, team building and people-development events for Universities, Students' Unions, Community Groups and political parties across Africa and Europe.

NATIONALITY

British

EDUCATION

2012 Top Leaders' Development Programme, British Council, Henley Business School
 2000 MSc Organisation and Management
 1996 BA in English Language and Literature

COUNTRIES OF WORK EXPERIENCE

Poland, South Africa, UK, Ireland

LANGUAGES

English (native)

Poland and North East Europe, April 2019 – Present, British Council | Director

- Leading a complex matrix organisation across 7 countries in North East Europe, responsible for ensuring the provision of educational and cultural connections with the UK through major programmes of activity
- Responsible for the smooth operation and functioning of the British Council Foundation in Poland
- 300 colleagues, 3 teaching centres, 20+ contracts under delivery in areas like People-to-People relations, community cohesion, social development and capacity building in hard to reach communities
- Responsible for bi-lateral relations with Governments across NE Europe in culture and education, and close liaison with the FCO teams in these countries including the development of shared programmes of work
- Setting strategy and direction for Poland and the cluster, as one of the Leadership Team for EU

South Africa, January 2014 – March 2019, British Council | Director

- Led a complex matrix organisation across 8 countries in Southern Africa, doubling our income and output in 4 years
- Led multi-million-pound programmes in Higher Education Research Links, International Student Recruitment, University Capacity Building, Teacher Development and International Skills partnerships. Multiplying impact through large-scale partnerships
- Responsible for £20M turnover, 200 colleagues, 20 exams centres, 2 English Teaching Centres, generating surpluses of £3M p.a.
- Led high-performing professional services teams including HR, Finance, Marketing, Procurement, Operational Services, to deliver excellent support to the delivery teams
- Responsible for the bi-lateral relationship with Governments across Southern Africa, with particular focus on educational development. Building successful partnerships with National Education

Departments, major HE and FE institutions, UK sector lead bodies, all to ensure successful delivery of our strategy

- Drove innovation in our business to generate greater efficiencies, harnessing new technology to support our growth, delivering successful organisational change in a constant performance cycle

UK, November 2008 – December 2013, British Council | Regional Director

- Top level leadership role: Led the British Council's work in the UK, ensuring benefit for UK partners and institutions – including Universities – connecting them to international opportunities
- Member of Management Board – the leadership team of the British Council. Responsible for global strategy and performance, lead for UK-side impact. Embedded a strong team-based approach to innovation and initiatives in response to global challenges
- Responsible for British Council's external relations with Whitehall, Westminster, and the Devolved Governments; regular meetings at the heart of Government; influencing for support of our work and international mission
- Responsible for service provision to 1,200 UK colleagues across 5 offices in a highly complex matrix organisation, including Estates, Information Services, Security. SRO for major efficiency programmes and relocations
- Large partnership development role – from No 10 to top Universities; led the development of high-profile multi-partner initiatives like London 2012's international cultural programme, the GREAT campaign and Derry/Londonderry City of Culture

Northern Ireland, April 2004 – October 2008, British Council | Director

- Led the British Council team in Belfast, creating international education and cultural opportunities for NI to boost its standing on the world stage, changing perceptions in a post-conflict, post-troubles setting
- Managed substantial resources from UK and NI Government, ensuring efficiency and value for money. Generated income from EU to grow our work. Led strong team in delivery and support services – winning Investors in People, and Global Staff awards for performance
- Heavy emphasis on working with QUB and UU to promote international Higher Education opportunities, including the first bespoke promotional campaign for NI HE, growth of language assistants programme, IAESTE, Erasmus, Study USA, creating opportunities for NI students to have an international experience
- Strong focus on North-South work on the Island of Ireland with several bi-lateral programmes in educational exchange – Causeway, NCompass, the Irish Language Assistant Scheme
- International Peace building work with both Universities and civil society groups in NI, connecting their expertise with co-ordinates in Ireland, Balkan States, Iraq, Saudi, Brazil, Colombia etc.

Northern Ireland, April 1996 – April 2004, the Workers' Educational Association | Assistant Director (Education)

- Led and developed the education programme of NI's largest adult and community education organisation, with 25k learners annually in centres across the region
- In partnership with QUB, created the first Access Course for Trade Unionists; led Learndirect partnership in Northern Ireland, and was Chairman of the *Belfast: A Learning City* initiative, brokering collaborations between institutions in the city. Latterly, was Chairman of the UK Learning City Network

Curriculum Vitae – Janis Siksnis – Advisory Panel and Resilience Lead

Janis is currently the Executive Director of the Baltics Centre for Media Excellence and has more than 20 years' of working experience in Latvian public service media, where he started as a news journalist and became a director of the Latvian Radio News Department and later a Director General of a company. Janis led the strategically important development of shifting Latvian Radio media platforms to an online format to reach a younger audience.

He was previously a press adviser in the team of Latvian President Raimonds Vējonis. In this role, he gained valuable knowledge and contacts in the media field and in the public and non-governmental organisations, across Estonia, Latvia and Lithuania and elsewhere in Europe. This was important in the implementation of media development projects that he has led with the Baltic Media Excellence Centre, including the US State-funded *Strengthening Independent Media in the Baltics Action (SIMBA)* programme.

NATIONALITY

Latvian

EDUCATION

1998-2002 Bachelor of Political Science, University of Latvia

COUNTRIES OF WORK EXPERIENCE

Belarus, Estonia, Georgia, Latvia, Lithuania, Ukraine

LANGUAGES

Latvian (native), English, Russian

Latvia, December 2018 – Present, Baltic Centre for Media Excellence | Acting Executive Director

- Project planning and implementation supervising. Administrative management.
- In April 2019 Janis organised several public events in Riga (Latvia) and Vilnius (Lithuania) on important media issues – governance and role of Public Broadcasters (including Public Service Media Forum in Vilnius), possible regulation of social media in order to limit online misinformation.
- Implementation of biggest BCME project to date, the US State-funded Strengthening Independent Media in the Baltics Action (SIMBA) programme, which provides mentoring and content funding for PSB and regional media organisations in all three Baltic states to help them develop their multimedia platforms and raise their capacity in educating their audience on media literacy issues.

Latvia, June 2018 – November 2018, Freelance | Media Producer

- Prepared multimedia platform projects for Latvian web portal DELFI Russian newsroom.

Latvia, June 2016 – February 2018, Chancery of the President of Latvia | Press Adviser to the President of Latvia (Raimonds Vējonis)

- Communications and Media relations, PR strategies and activities, Head of Press Department of the Chancery of President. Cooperation with government institutions on issues of strategic communication.
- Created concept and organised public discussions in President's Palace dedicated to disinformation problems and security of Latvian media landscape.
- Established regular meetings of the President and editors-in-chief of leading Latvian media organisations.

Latvia, February 2016 – June 2016, Latvian Radio | Development Project Manager

- Prepared multimedia projects to attract funding from sponsors - Latvian leading energy company "Latvenergo" sponsored special sports broadcasts for Latvian Radio 1 and Latvian Radio 2 in preparation for the Rio Olympics 2016.
- Developed concept for social responsibility campaigns for collaboration between the public service media and government institutions, raising public awareness on civic issues such as the importance of education quality, national security, health care and others.

Latvia, May 2015 – January 2016, Nords Porter Novelli | Project Director

- Strategic planning and implementation of public relations activities.
- Implemented a viral campaign on social media to boost the image of LMT (leading Latvian mobile phone company) as a sponsor of European Basketball Championships 2015 in Riga.
- Planned and implemented a public relations campaign for nation-wide street sport event “Spēka diena” (Power Day) sponsored by “Latvian Railway” company.

Latvia, January 2012 – January 2015, Latvian Radio | Member of the Board (Director General)

- Head of public service radio, responsible for strategic development and budget planning.
- Created the concept and developed a new radio channel LR5 and multimedia platform “Pieci.lv” for young audience. That helped to fill the gap in the possibilities of a public broadcaster to communicate with younger people. In 2014 Janis introduced a new Latvian Radio and Latvian Television multimedia format of Christmas charity campaign “Dod Pieci” that has since become one of the most popular annual media events in Latvia.
- Developed the concept and attracted additional funding needed for the creation and development of *LSM.LV* – a unified web portal for Latvian Radio and Latvian Television. Founded in February 2013, *LSM.LV* is among the Top 5 of online news portals in Latvia.
- Responding to the division of society after the 2012 referendum on granting Russian the status of official state language, attracted additional funding to create new format Russian programmes in Latvian Radio 4 and to promote loyalty to Latvia among Russian-speaking audience.
- Expanded staff and financial resources available to the News Department to create a new format of investigative and analytical journalism.

Latvia, July 2009 – January 2012, Latvian Radio | Head of News Department

- Supervising of content policy in News programs, strategic planning and administrative management, development of new formats and platforms.
- Reformed the structure of the News Department by adapting to the austerity conditions that Latvian Radio experienced during the Latvian financial crisis in 2009.
- By joining the EU funded Europe-wide radio network “Euranet”, attracted additional resources for developing new format news and analytical programmes on EU topics.

Latvia, August 2008 – June 2009, Latvian Radio | Senior News Producer

- Editorial planning of News programmes; correspondent staff supervising.
- Planned news and analytical broadcasts under high stress conditions, reflecting the impact of an unprecedented size of Latvia's financial crisis on the country's economy and social processes.

Latvia, October 2007 – July 2008, Latvian Television | Journalist and Presenter, News Department

- Editorial planning and reporting of investigative and analytical materials, programme presenting

Latvia, October 1999 – September 2007, Latvian Radio | Senior Correspondent, News Department

- International news reports, presenting of live radio shows

Curriculum Vitae – Igor Zinatulin – Project Director

Igor is a digital media strategist with more than 10 years of experience in strategic communications and online publishing. He has worked across both private and public sector contracts, facilitating stakeholder engagement at the highest levels in the UK, Baltic states, Ukraine, Georgia, Armenia, Russia and Poland.

He has delivered successful projects for government and NGO contracts such as the UK Foreign Office and US State Department. Igor has initiated and presented business development and digital storytelling workshops in more than 20 cities in Russia, Georgia and Ukraine in partnership with the Foreign Office. He launched the first acceleration programme for media entrepreneurs in the Baltic region which helped finance and equip publishers with the skills to develop sustainable projects.

On the commercial media side, he has nurtured partnerships and launched award-winning campaigns with partners including Dentsu Aegis, Protein, The Guardian, Business Insider, Facebook and London School of Economics.

NATIONALITY

British / Russian

EDUCATION

2001-2006 MA in International Relations, Moscow State University
2004-2004 Student exchange semester, Science Po, Paris

COUNTRIES OF WORK EXPERIENCE

Estonia, Latvia, Lithuania, Russia, UK

LANGUAGES

Russian - native, English, French

RELEVANT EXPERIENCE

UK, January 2018 – Present, BBC | Senior Broadcast Journalist

- Grew a portfolio of social channels and formats for the BBC Europe Region (YouTube, IGTV, VR, 360-degree videos, Facebook Lives, mobile apps and messenger bots).
- Increased audience engagement by 30% in the last 12 months through effective ad targeting and content partnerships
- Delivered real advertising campaigns in tandem with marketing and sales teams

UK, November 2016 – January 2018, Account Director | Zinc Network

- Won long-term contracts with top-level government and NGO clients. 5 new contracts have been successfully signed and delivered
- Launched an independent video channel ZAG promoting positive social change to young audiences. Its audience grew to 3,5m monthly views within the first 6 months
- Created a network of leading publishers and YouTube influencers in Eastern Europe and MENA.

UK, September 2011 – November 2016, Calvert 22 Foundation | Head of Business Development

- Co-founded a pioneering media platform The Calvert Journal which received the Gold Lovie Award as the best lifestyle website in the UK in 2016 and a silver award in the best designed website category
- Developed partnerships with top-tier clients including Nike, Coca-Cola, PwC, EBRD, The Guardian and Business Insider as well as paid media agencies such as Protein
- Developed in-house iOS travel guide apps and devised an integrated go-to-market strategy
- Delivered more than 30 workshops in digital storytelling and creative entrepreneurship to contributors and creative professionals in the UK and Eastern Europe

UK, March 2011 – September 2011, Vice Media | Digital Marketing Manager

- Joined Vice UK as the account lead of a new native platform - Grolsch Film Works (now Canvas)
- Oversaw the project's successful launch across three target markets - Canada, Poland and Russia
- Contributed to BD pitches targeting CEE markets and oversaw social media accounts of key clients, including Marshall, Intel and Diesel

Russia, May 2008 – January 2011, Gameland | Editor

- Editor-in-chief of a popular Moscow-based lifestyle magazine for two years
- Managed an editorial team and facilitating relationships with commercial partners

Russia, April 2006 – May 2008, Mediacrat, Axel Springer, Pernod Ricard | Journalist & Marketing consultant

- Contributed to magazines such as Wallpaper, Hooligan and GQ
- Worked as brand ambassador at Pernod Ricard Rouss to promote their new youth-oriented campaigns (Jameson Film Club)

Russia, January 2006 – April 2006, BBC Russia | Intern

- Researched and prepared reports for a daily morning news show at the BBC Russian Service in Moscow

Curriculum Vitae – Maria Shukurova – Account Manager

As an account manager with international experience in the digital, cultural and tech sectors, Maria has a diverse skill set and composure when adapting to challenging situations. Maria's career highlights include account management and digital strategy development and implementation, localisation and content creation in London, project and event management in London, Moscow, Vienna, and New York. With strong organisational and managerial competence, Maria is a clear and positive communicator, fluent in English and Russian and comfortable working at executive level, with senior stakeholders and managing team members.

NATIONALITY

Russian (native) / English (fluent)

EDUCATION

Postgraduate Diploma Teaching Russian as a Foreign Language, Moscow State University

MA International Studies in Education, University of Iceland

MA Erasmus Exchange Programme, Institute of Education, UCL

BA Sociolinguistics, University of Iceland

Russian Language and Literature, Moscow Pedagogical State University

COUNTRIES OF WORK EXPERIENCE

Estonia, Latvia, Lithuania, Russia, Ukraine

LANGUAGES

Russian (native), English, French, Icelandic

UK, April 2017 – Present, Zinc Network

Account Manager

- Supported on the delivery of a Baltics Media Accelerator and digital Baltics influencer platform on the previous FCO-funded Baltics Independent Media programme.
- Managing a number of international accounts as well as establishing, nurturing and maintaining relationships with clients and partners, using communications expertise and in-depth regional knowledge
- Managing the delivery of regular products, including films, blogs and social graphics to clients, ensuring project deadlines are met and approval sought for any changes or delays
- Managing onsite events overseas, including workshops, masterclasses and other capacity building activities
- Driving the creative process internally from start to finish, taking responsibility for quality control and ensuring the products meet the objectives of the client
- Line managing London and overseas based colleagues as well as mentoring junior members of the Russian-language team

Social Media Manager

- YouTube Influencers' management involving initiation, liaison, negotiations and daily management of Russian- language YouTubers, their agents and representatives; content creation in partnership with the Influencers, strategic planning and building a network of Russian-language Influencers
- Involved in the organisation and running of onsite masterclasses for Influencers, helping them to develop their skills and generate content ideas
- Social media management for Zinc ([Zinc Facebook](#)), an English-language social media outlet with over 850K page likes producing exclusive videos about ordinary people doing extraordinary things to encourage positive social impact
- Social media management for ZAG ([ZAG Facebook](#)), a Russian-language social media outlet

championing inspirational people and stories from across the Russian-speaking world

UK, January 2016 – March 2017, Memrise | Language and Market Manager

- Creation of language courses with Russian as either source or target language in collaboration with other in-house and freelance language specialists. Collaboration with external audio artists and video creators
- Localisation, translation and transcreation of mobile apps, web interface, legal documents. Coordination with the Product and Tech teams on delivery of multiple content and translation projects
- Development of new language learning modes and features, e.g. gamification of the content, new strategies to teach different scripts, etc
- Cultural consultancy and decision making in design for Russian speaking users (including Russia and the CIS)
- User support and Memrise Community Management for Russian speaking users
- Russian speaking market research (including Russia and the CIS) and promotion of the app on the territory: identifying learning style preferences and motivations of Russian learners; identifying main competitors in the Russian speaking market; liaison with educational institutions and media; determination of specific course needs for particular exams or language certifications, etc.

Russia, July 2011 – January 2016, Russian Cultural Sector | Consultant PR, Communications, Project and Event Management

- Working with prominent Russia-related organisations in London and internationally, delivering large events and projects
- Promotion of successful Russian media projects like Snob (www.snob.ru) in London to the organisation at international book fairs
- Liaison with important clients, government officials, world-known writers and artists, literary translators and academics while managing the team of translators, interpreters, logistics specialists, caterers, etc. to ensure the event was successful
- Co-founded Paragraph Projects (Paragraph Projects) – an independent creative initiative with the aim of bringing contemporary Russian culture to an international audience
- Carried out a series of lectures and Q&A sessions with some of the most prominent Russian writers such as Ludmila Ulitskaya, Dmitry Bykov, Zakhar Prilepin and others
- Collaboration with the Yeltsin Centre and the Institute of Translation in Moscow- organised a premier of Russia's Open Book (2013, Intelligent TV, www.russiasopenbook.com), a documentary hosted and presented by Stephen Fry

Curriculum Vitae – Maris Hellrand – PSB Lead

Maris is a multilingual journalist with over 20 years' experience working in the industry. She has been a producer, fixer, in addition to a media consultant and trainer. She has worked at the top level of the industry, across public bodies; whether national government working directly to the President, or in the council of the European Union. She is passionate about civil society, soft diplomacy. Writing, fixing, production for international media in Estonia (TV, radio, documentary, text) and non-profit/social PR. Fluent in Estonian, English, German, Swedish, Russian.

NATIONALITY

Estonian

EDUCATION

1990-1997 MA in Communication science, political science, psychology, Ludwig-Maximilian-Universität Munich, Germany

COUNTRIES OF WORK EXPERIENCE

Estonia, Latvia, Lithuania, Germany, South Korea, Singapore

LANGUAGES

Estonian (native), English, German, Swedish, Russian, Finnish, French, Korean

Estonia, September 2012- Present, MH Meedia | Journalist, producer, media consultant (owner)

- Production and fixing for international media in Estonia: TV - ZDF, BBC, ARD (incl. NDR, WDR, RBB, BR, SWR), Arte, Deutsche Welle, TV4 (Sweden), Euronews, France 24, ORF, CNN, Nelonen; radio – SR (Sweden), Radio Europe 1 (France), RAI, Deutschlandfunk; newspapers – WSJ, Die Welt, FAZ, Süddeutsche Zeitung; magazines – Economist, Life in Estonia; news agencies – AFP, AP. Documentary film maker.
- Media training, moderating, talks

Estonia, May 2013 – Present, N-Ost Eurotopics | Correspondent

- Compiling regular press reviews of Estonian media in German

Estonia, November 2016 – January 2018, Estonian Presidency of the Council of European Union | International Communications Adviser

- In charge of the press centre of the EU ministerial meetings including the EU summit in Tallinn in September 2017, coordinated the press pools, the coverage by the host broadcaster, press conferences and live transmissions
- Oversaw the organisation of the official opening (for EU commissioners) and the public opening event of the EU presidency in July 2017 (attended by 10,000 people), the inaugural international press trip with 60+ participants and ongoing international media relations

Estonia, May 2010 – May 2013, Tallinn Creative Hub / Capital of Culture Tallinn 2011 | Head of Communications

- Introducing Estonian culture to international media by direct interaction, organising meetings and interviews with Estonian creative people and showing interesting unusual venues
- Editing English and German publications in print and online
- Social media (EST, ENG). Coordination with foreign embassies and cultural representations in Estonia, cooperation with Estonian embassies abroad, Enterprise Estonia, City Tourism Office etc.

Representing and presenting Tallinn 2011 at international fairs and press events (London, Helsinki, Berlin, München, Stuttgart, Frankfurt, Göteborg, Stockholm, Vilnius)

South Korea and UK, 1999-2007, Postimees | Journalist

- Freelance correspondent for the biggest Estonian daily newspaper in South Korea and in UK (2003-2007) covering the current affairs in the resident country
- The highlight of this work - an interview with the British Prime Minister Tony Blair before the European Union enlargement in 2004

Czech Republic, 1999 – 2002, Radio Free Europe | Journalist

- Freelance correspondent for RFE Estonian service from South Korea writing and presenting broadcasts on current affairs in Korea and the Asian region

Estonia, August 1997 – October 1998, Ministry of Foreign Affairs | Counsellor of the Minister

- As the political counsellor of the Foreign Minister Toomas H. Ilves, responsible for his political activities acting as a link between the Minister and his party
- Involved in planning for his political campaign for the parliamentary elections in 1999
- Responsible for his PR regarding Estonia's admission to the European Union
- Prepared and wrote speeches for his campaign tour inside Estonia as well as for a working trip to Sweden addressing the Swedish Estonian communities in Gothenburg and Stockholm
- Accompanied the Minister on trips to the EU summit in Luxembourg, to Israel, to Sweden and inside Estonia

Estonia, August 1995 – April 1996, President's Office | Advisor of the President

- Worked for President Lennart Meri as his private secretary and as his "information advisor"
- Responsible for taking minutes of the President's meetings, scheduling, replying to and filing private correspondence
- Compiling daily news clippings as well as creating and updating the President's website
- Edited the magazine "Kadrioru Teataja" covering the President's activities that was targeted towards the general public

Germany, October 1990 – July 1995, Radio Free Europe | Editor/Broadcaster

- Started at the Estonian service of RFE/RL as a freelance correspondent and was employed permanently in 1992
- Wrote and presented own scripts on international current affairs, wrote and presented live newscasts, edited material of freelance correspondents, produced news programs
- Compiled some cultural documentary features
- During the German President's (Richard von Weizsäcker) visit to Estonia, Maris was accredited to the accompanying press and recorded an interview with him on the return flight
- The highlight was the work covering live the coup d'etat in Moscow in August 1991 and the following re-establishment of Estonia's independence

Curriculum Vitae – Eva Ladva – Media Growth Lead

Eva has more than 10 years' experience of building capacities of media and communications projects in the Baltic States, including working with regional media outlets to strengthen their capacity to better address local audiences and monetise content. Eva has designed and delivered communications and outreach strategies for large private sector clients, such as the AirBaltic and Tallinna Kaubamaja retail store chain, as well as the Government of Estonia and independent media outlets.

Eva has a great deal of experience leveraging communications to achieve behavioural impact. She set up and developed an innovative media project, Nordic Passionista, to tackle gender inequalities in the post-Soviet Union space to encourage women to set up their own business. She also implemented projects with strong emphasis on conflict sensitive and difficult topics via non-violent/collaborative communication to bridge social divisions and increase resilience of audiences by fostering debates and plurality of opinions.

Eva has a robust understanding of the Russo-Baltic context. She has worked on projects for international donors' within this space and enabled effective coordination of stakeholders on the ground, ensuring that media programmes in the region complement rather than duplicate activities. She has extensive work and networks with media, development and private sector actors in the region. She also has fluent command of Estonian and Russian, and specialises in locally-driven outreach which will ensure that she supports the project to set up a context-sensitive programme to amplify the scale, reach and resonance of supported independent media.

NATIONALITY

Estonia

EDUCATION

2017 – 2019 Associate in Science, Tallinn School of Economics.

2012 MA in Public Finance, Tallinn University of Technology

COUNTRIES OF WORK EXPERIENCE

Estonia, Russia, UK

LANGUAGES

English (fluent), Estonian (native), Finnish, French, German, Russian

RELEVANT EXPERIENCE

Estonia, 2016 – Present, Nordic Passionista | Founder and Business Coach

Providing business coaching, management and communication advice to the outlet focused on fighting gender inequalities and encouraging female entrepreneurs in Estonia and the Baltic region.

Estonia, 2013 – Present, Carioca OÜ | Communication Consultant

Designs strategic communications strategies and work plans and provides ad hoc advice to media and private sector companies in the region, including Tallinna Kaubamaja and AirBaltic.

Estonia, 2010 – 2011, Ministry of Finance, Government of Estonia | Communication Coordinator

Designed and implemented public relations and communications strategies aimed to promote European Union structural assistance to Estonia; coordinated ad campaigns for the website struktuurifondid.ee; led the Ministry's media and outreach efforts.

Curriculum Vitae – Hannah Wright – MEL Lead

As Zinc Network's Head of Research with 8 years of relevant experience, Hannah oversees all research, monitoring and evaluation and learning from projects. Hannah is experienced in designing research and developing strategies from fieldwork to insight, onto implementation and evaluation. She has worked with a range of sectors including charity/not for profit, government, tech/start-ups and research agencies. She has worked on brand, communications, customer experience, innovation and product development projects that have consumer behaviour at their heart. She is well versed in managing both internal and external stakeholders to make sure that all genuinely collaborate. She recently completed a postgraduate certificate in Behaviour change.

Her strengths include: designing and delivering quantitative and qualitative research (using a range of methodologies such as generative research, comparative linguistics, thematic analysis and observational techniques), consumer behaviour and psychology, insight and trends, brand strategy and brand experience design, user experience and digital strategy, creative strategy, customer journey mapping and monitoring and evaluation.

NATIONALITY

British

EDUCATION

2018 – 2019 PG Cert in Behaviour Change, University of Derby, UK

2006 – 2010 BA in Oriental Studies Combined - French and Arabic, University of Cambridge, UK

COUNTRIES OF WORK EXPERIENCE

France, Italy, Morocco, Spain, Russia, UK

LANGUAGES

English (native), French, Arabic, Farsi

RELEVANT PROJECT EXPERIENCE

Multiple Countries, 2016 – Present, Zinc Network | Head of Research

- Responsible for leading the research team, including designing processes, forging partnerships and supporting business development, and being part of the Senior Management Team
- Hannah is the Behavioural research and strategic lead on social change projects including tackling the rise of disinformation, promoting inter-community tolerance and countering violent extremist messaging
- She has designed and run both qualitative and quantitative research, in the UK and internationally, and designed and implemented monitoring and evaluation frameworks.

Highlights include:

- Leading on the design of the monitoring and evaluation for the RICU programme; the UK's flagship programme for strategic communication to counter violent extremism in the UK
- Developing a behaviour-change model, based on academic research, with a view to understanding audiences by attitude and level of resilience. Initial field tests were run in Eastern Ukraine, and the model is designed to be used to inform audience insights, intervention design and impact reporting
- Leading research, insight and strategy on HM Government's first consumer – facing counter-disinformation campaign

Multiple Countries, 2014 – 2015, Revealing Reality | Senior Researcher

- Revealing Reality is a multi-award-winning insight and innovation agency that works with clients across all sectors to help them better achieve their goals
- Hannah led on the design, implementation and analysis of a range of qualitative projects for charity and public sector clients

Multiple Countries, 2012 – 2014, Illuminas | Senior Research Executive

- Illuminas is a full-service, research consultancy dedicated to delivering strategic marketing intelligence across B2B and consumer markets
- They help clients address key business issues and inform critical business decisions by providing custom quantitative and qualitative research solutions
- Hannah provided support on both qualitative and quantitative projects from a wide range of clients, and designed and conducted fieldwork, as well as analysis of results and reporting

Curriculum Vitae – Anna O’Flynn – Gender Sensitivity Advisor

Anna is an experienced policy professional with specialisation in Gender Equality and International Development. Anna has excellent research, writing and organisation skills and can work easily either independently or within a team-based environment. Anna provides strategic oversight and programmatic support to the EU region, including the Baltic States, to help ensure that all programmes align with the British Council’s gender strategy.

NATIONALITY

British

EDUCATION

2007-2009 MA Education and International Development, University of London
2000-2004 BA French and Hispanic Studies, University of Sheffield

COUNTRIES OF WORK EXPERIENCE

UK, Peru, Chile

LANGUAGES

English (native), French, Spanish, Portuguese

UK, September 2016 – Present, British Council | Senior Consultant Gender and Inclusion

- Identifying opportunities, lead and quality assure technical proposals for donor funded projects and programmes which contribute to the women and girls portfolio
- Providing technical input and quality assurance of projects and programmes in the women and girls portfolio, including support to the EU team including the Baltic States
- Commissioning research and to support thought leadership on gender equality and empowerment of women and girls.
- Building internal capacity through development of guidance on gender mainstreaming, mentoring, coaching and professional development.

UK, July 2014 – August 2016, British Council | Assistant Adviser

- Supported the development and delivery of the British Council’s Society portfolio, with a particular emphasis on our thematic area of women’s and girls’ empowerment
- Coordinated a key piece of research on ‘Gender Equality in the UK: Meeting the Sustainable Development Goals (SDGs)’
- Led on a SDGs Exhibition, digital communications and launch activities

UK, January 2012 – June 2014, International Higher Education (IHE) | Project Manager

- Worked closely with our national advisers and global network in over 100 countries to develop an IHE offer to strengthen international collaboration in higher education
- Supported high level policy dialogues and discussions, through conducting background research and managing speakers, delegates and logistical arrangements
- Presentations and stand management at events to raise British Council’s IHE profile
- Coordination of a communications strategy and development of our digital content

Peru, October – December 2011, Progressio Skilled Specialist | ICS Empower Programme

Spent ten weeks in Villa el Salvador, Peru, working at a community-based educational project where Anna’s responsibilities included:

- Supporting teachers within the nursery
- Assisting at the homework, sports and arts and crafts workshops
- Teaching English to teachers and groups of young adults
- Designated Spanish interpreter for other volunteers

UK- September 2005 – August 2010, Commonwealth Scholarship Commission within the Association of Commonwealth Universities London | Programme Officer

- Management of all academic aspects (selection, placement and progress) of Commonwealth postgraduate scholarships and staff fellowships at a portfolio of UK universities and administration of tuition, college and bench fee payments to institutions
- Contribution to statutory reporting requirements through data compilation and report preparation
- Membership of editorial team for the CSC's key publication, Commonwealth Scholarships News and coordination of the Commissions nine electronic professional alumni networks
- Assisting with the provision of events for award holders
- Coordination of a Graduate Employment Network, which encourages Commonwealth universities to share ideas on how to best prepare students for the world of work

Chile, July 2004 – July 2005, Departamento Universitario Obrero y Campesino, Universidad Católica (DUOC UC) University, Santiago | Teacher

- Taught English as part of the British Council Assistantship Programme
- Prepared students for a change in the examination system: a shift from assessment of communicative English to a focus on technical and business English, via the introduction of the TOEIC examination.

Curriculum Vitae – Jane Grantham – Technical and Conflict Sensitivity Advisor

Jane is a self-motivated, hard-working international development professional with experience of complex post-conflict contexts. Jane has extensive experience of leading multi-site international teams, strong problem-solving skills and is skilled at managing a portfolio of complex projects.

NATIONALITY

British

EDUCATION

2010-2014 MSc Development Management, Open University
 2002-2004 Master of Chinese Studies (MCh), Universities of Edinburgh and Glasgow
 1993-1998 MA (Hons) English Language and German, University of Glasgow

COUNTRIES OF WORK EXPERIENCE

UK, Sri Lanka, Pakistan

LANGUAGES

English – native, German, Mandarin, Spanish

UK, April 2018 – Present, British Council | Senior Consultant Justice Security and Stability

- Providing technical and strategic inputs across a global portfolio, ensuring conflict sensitive programming, gender sensitivity and quality assurance
- Proposal management, technical writing and programme development on a range of programmes contributing to improved social cohesion and social inclusion
- Leadership of the Young Mediterranean Voices programme, enabling debate training and engagement to young people across the Southern Mediterranean
- Stakeholder engagement and management

UK, Sept 2016 – April 2018, British Council | Business Development Manager

- Proposal management for DFID, EU and other donor funded work in South Asia and globally
- Priority countries included India, Sri Lanka and Nepal, with a focus on mediation, peacebuilding and reconciliation programming in Sri Lanka

Sri Lanka, April 2016 – Sept 2016, British Council | Senior Consultant Education and Society

- Undertook a strategic review of programming and strategy of the education and society portfolio across South Asia with a focus on business development and sustainability
- Developed workshop and training on problem-based planning for education and development programmes

Pakistan, Feb 2012 – April 2016, British Council | Director Business Development

- Leadership of the business development team for a portfolio of governance and social development programmes
- Interim team leader on Improving Parliamentary Performance (IP3) programme, responsible for agreeing programme strategy with the Pakistan parliament and the EU-Delegation

UK, November 2009 – 2012, British Council | Account Co-Ordinator

- Manager of portfolio of EC and DFID funded development projects in Azerbaijan, Bangladesh, Vietnam and the UK. Total portfolio contract value of over £17 million

UK, Sept 2008 – Nov 2009, British Council | Project Delivery Manager

- Project management and grants management for a range of projects contributing to greater social inclusion, including stakeholder management for a range of UK CSO's

UK, Oct 2005 – Nov 2008, British Council | Project Delivery Officer

- DFID Global School Partnerships
- Grant management, leading on customer service, and delivering workshops in the UK and the global South

UK, Pre 2005, Various programme management roles

- Focused on international education, criminal justice and ELT

Curriculum Vitae – Nick Ryder – Digital Expert

As Zinc Network's Head of Digital Marketing, Nick oversees the strategic planning, development, and implementation of the company's digital initiatives. Nick has over seven years' experience across all aspects of digital marketing, social media and content, specialising in paid search, paid social, digital marketing strategy, reaching niche audiences and multi-channel user journeys.

Nick manages a team of digital marketing managers, social media managers, community managers, digital researchers, and content strategists, who have extensive experience in tracking disinformation, social media management, audience development, ad buying across all major digital platforms, SEO, social media listening, and digital publishing.

Prior to joining Zinc Network in 2019, Nick headed up the Digital Marketing team at sister agency Breakthrough Media, working with clients across the UK to tackle complex social issues such as CVE, online radicalisation and knife crime.

Prior to joining Breakthrough Media in 2015, Nick worked as digital and social manager on the Vote No Borders Scottish referendum No campaign and was a fundamental part of the team that delivered high impact results on a limited budget.

NATIONALITY

British

EDUCATION

2003 – 2006 LLB (Hons), Law, University of Exeter

LANGUAGES

English (native), French, German (conversational)

RELEVANT PROJECT EXPERIENCE

UK, 2019 – Present, Zinc Network | Head of Digital Marketing

Leading and building a best-in-class digital team that helps governments, businesses, and NGOs address some of the most complex social issues facing the world today. Responsible for leading the agency's use of digital advertising to reach the most vulnerable audiences online with innovative approaches to attitudinal targeting and lead on all aspects of digital marketing, including strategy, planning, paid media, digital implementation and evaluation.

UK, 2015 – 2019, Breakthrough Media | Head of Digital Marketing

Joining as a Content Strategist in 2015 and working his way up to Head of Digital Marketing, Nick worked across a number of CVE campaigns on behalf of the Home Office, Ministry of Defence, NSPCC and others. Developed the Digital Marketing function to reach the most vulnerable audiences online with innovative approaches to attitudinal targeting using commercial digital advertising.

UK, 2013 – 2015, Acanchi | Digital & Social Media Manager

Acanchi delivered positive communication solutions and brand positioning on behalf of Government and countries. Nick was responsible for online and offline content production, social media management, digital strategy and production management. Clients included the Vote No Borders 'No' campaign in the Scottish referendum and a number of Governments around the world.