



hello, world    i'm    —    Media & Community Lead

about me

Founder and editor-in-chief of Paprika, an independent people-curated music media: five years, a 32-person team of curators, ~33K followers on Instagram and 4.7K on Telegram, events in three cities, a print magazine and a map of music places. I build communities around taste: I recruit and lead volunteer teams, design formats and rubrics, run partnerships with festivals, museums, labels and venues, and turn an audience into events and products. Also three years producing digital projects for startups.

tbilisi · remote    |    23 y.o.

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languages

russian — native  
english — C1

highlights

- Paprika · people-curated music multimedia, 2021–now**  
32 curators, three rebrands, #PaprikaSupports for emerging local artists.
- Paprika Map · community-built map, 2026**  
50+ local curators mapping 215 music places in 8 cities.
- Partnerships · 2024–2026**  
Signal 2025 info partner and interview series; MMOMA lecture course; Cisterna x T-Bank; Beat Film Festival.
- Silent Riot · community-funded print issue**  
64 backers, 227,950 ₾ raised for a 120-page magazine.

experience #1

- Paprika Magazine, music multimedia**

  - Grew Paprika from a personal page into a people-curated multimedia: ~33K on Instagram, 4.7K on Telegram, 4,000+ Telegram posts.
  - Led three rebrands — from a public page to a media about good music to people-curated music multimedia — and designed its formats, rubrics and identity.
  - Built a 32-person curator team through open calls (100+ applications per round), interviews and a CRM, with free movement between roles.
  - Produced and edited reels reaching up to ~3M views; produced the Paprika Talks podcast; launched #PaprikaSupports for emerging artists.
  - Initiated 25+ collaborations: Signal, MMOMA, Cisterna x T-Bank, Beat Film Festival, fābula HQ, KURS Radio, Grain, GOST Zvuk, PRSTRNST, aaa.magazine.
  - Turned the audience into events and products: ~10 events, a showcase festival (~400 guests), a print magazine, postcards in 10+ shops, a paid community.
  - Built Paprika Map with 50+ local curators across 8 cities.
- Founder / Editor-in-Chief | 08.2021 – present

experience #2

Agent Issues, print magazine, Paris

Social Media & Brand Strategy | 2025

- Ran social media, then brand strategy for the magazine's rebrand; designed posts and covers.

experience #3

Yomoho, go-to-market studio for startups

Project Manager / Creative Producer | 2022 – 2025

- Produced campaigns, landing pages, promo videos and Telegram bots for startups, incl. two years with a hyperlocal delivery startup and co-projects with Russian Post and Tochka Bank.
- Ran identity and website projects and customer interviews; coordinated designers, developers, marketers and video producers.

experience #4

Studio\_\_4321, design studio, Amsterdam

Creative Direction (freelance) | 2025 – 2026

- Concepts, identity choices and presentations for music and event brands.

fyi

hard

**Editorial direction: formats, rubrics, tone of voice**  
**Community building: curator networks, open calls, paid community**  
**Content: Instagram, Telegram, reels, podcasts, playlists**  
**Partnerships: festivals, museums, labels, media**  
**Brand building: mission, audience, identity (3 rebrands)**  
**Events & print: from concept to delivery**

fyi

soft

**Taste & curation: I choose what's worth attention**  
**Leadership without pay: I keep volunteer teams motivated**  
**Ownership: I take projects from idea to result**  
**Communication: honest dialogue with artists and partners**  
**Feedback: I give and take it without ego**

education

Plekhanov Russian University of Economics

2021 – 2024

**speciality: management in social and innovative entrepreneurship**

you can learn more about Dionis Schmidt by writing here:

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