



hello, world i'm — Creative Project Manager

about me

Project manager and digital producer between strategy, design and delivery. Three years running client projects at a go-to-market studio for startups — websites, Telegram bots, CRM automations, campaigns and video — and five years building my own media, Paprika: a 32-person team, events, a print magazine and a live map product. I take unclear briefs and turn them into a plan, a team and a launched result.

tbilisi · remote | 23 y.o.

tg @dionis_schmidt
ig @dionis.schmidt
mail deniskostyukov@gmail.com
in linkedin.com/in/denis-kostiukov

languages

russian — native
english — C1

selected work

15min (Darkstore u Doma) · delivery startup, 2 years

Landing pages, campaigns, videos and Telegram bots; product logic and user journeys for a Russian Post collaboration; CRM, API and sales automations.

Paprika Map · cultural map product, 2025–2026

Product owner: concept, UX, user journeys, mechanics; supervised development. 8 cities, 215 places, 50+ curators, ~2,000 users.

Silent Riot · print magazine

Managed a 120-page issue with ~15 contributors through to print; 227,950 ₺ crowdfunded.

Paprika Loves: Krasnodar26 · festival

Remote production with a partner team: 19 artists, 2 stages, ~400 guests, closed in profit.

experience #1

Yomoho, go-to-market studio for startups

Project Manager / Creative Producer | 2022 – 2025

- Ran client projects end to end as the founder's right hand: scope, team, timeline, delivery and client communication.
- 15min (hyperlocal delivery), ~2 years: produced landing pages, campaigns, promo videos and Telegram bots; designed product logic and customer journeys for a Russian Post collaboration; built a bot for a Tochka Bank co-campaign.
- Set up CRM systems, API integrations and sales automations for clients and trained their sales teams.
- Delivered identities and websites for Paykilla (crypto, Singapore), Proday Partners (seller consulting) and rusimp.su.
- Ran customer interviews and reworked the business model for a premium confectionery brand.
- Coordinated designers, developers, copywriters, SEO, marketers and video producers; ran workshops, presales and client presentations.
- Streamlined studio workflows with low-code and AI automation.

experience #2

Paprika Magazine, music multimedia

Founder / Editor-in-Chief | 08.2021 – present

- Lead a 32-person volunteer team across editorial, design, SMM, events and product; hiring through open calls (100+ applications per round), interviews and a CRM.
- Product owner of Paprika Map: concept, UX and mechanics; supervised development; 8 cities and 50+ curators.
- Managed the Silent Riot print issue, the Krasnodar festival and IMPROMPTU from idea to launch.
- Launched and ran a postcard line sold in 10+ shops and on Yandex Market and Ozon.
- ~33K Instagram and 4.7K Telegram followers; partnerships with Signal, MMOMA and Cisterna × T-Bank.

experience #3

Studio_4321, design studio, Amsterdam

Creative Direction & PM (freelance) | 2025 – 2026

- Brought structure to 4–5 projects for music and event brands: concepts, identity choices, presentations and proposals; started the studio's own brand and site.

experience #4

Agent Issues, print magazine, Paris

Social Media & Brand Strategy | 2025

- Brand strategy for the magazine's rebrand; social media content and designs.

fyi

hard

Project management: Agile, Scrum, Kanban; scope, timelines, resources

Product & UX: CJM, user journeys, mechanics, UX logic

Automation: Telegram bots, CRM, APIs, low-code + AI

Research: customer interviews, hypothesis testing

Client work: presales, workshops, presentations

Creative direction: brief to visual concept; design in Figma

fyi

soft

Structure in chaos: I turn unclear briefs into a plan

Ownership: I see projects through to launch

Communication: clear dialogue with clients, teams and partners

Adaptability: I learn new tools and domains fast

Feedback: I give and take it without ego

education

Plekhanov Russian University of Economics

2021 – 2024

speciality: management in social and innovative entrepreneurship