

Anastasia Ilinykh

EDITOR-IN-CHIEF · MEDIA / PRODUCT MANAGER · CONTENT PRODUCER · WRITER

Editor-in-Chief and Content Producer with 12+ years in media, education and content marketing. I build workflows, lead teams, and launch and grow media products.

Full resume

2024 — present

Sekta, Online Wellness and Fitness School

Editor-in-Chief

I lead editorial workflows for a wellness education platform, including its science media portal, B2C course copy, website, email, chatbots, funnels and cross-functional requests.

- Manage the complete article-production cycle: topics and structures, collaboration with writers, the science team and an SEO specialist, editing, approvals, Tilda layout, SEO markup and publishing.
- Develop editorial policy and tone of voice for the portal, website, app and other company communications.
- Edit course content after drafting and scientific fact-checking, focusing on structure, logic, style, clarity and adherence to standards.
- Coordinate an editor and proofreader, SMM content and final editing of all materials.
- Contribute to portal traffic growth through data analysis, hypotheses, SEO and technical-improvement tasks.
- Manage Threads and Zen, contribute to email and chatbot copy, and built an AI tool for initial text review against editorial policy and tone of voice.

2024 — present

Digital Donut / Globberce Inc.

SMM Manager and Editor

I work with a fintech brand media outlet for a Central Asian audience.

- Develop SMM strategy and content plans.
- Write and edit copy, generate topics, brief a designer and manage publication.
- Produce weekly industry analysis, social-media content and materials on strategic partnerships.
- Contribute to media development and content for advertising and partner projects.

2018 — present

Independent Publications and Companies

Freelance Journalist and Special Projects Writer

I write editorial and commercial content for Elle, Psychologies, Salon Interior, Marie Claire, Hoff and Sber.

- Cover lifestyle, psychology, social issues, design, architecture, travel and wellness.
- Create articles, native advertising content and special projects; also worked on B2B landing pages and corporate copy.
- A project created with Maxim magazine in 2022 was a Runet Award finalist.

2023

AKM Strategy

Editor-in-Chief, Content Marketing Department

Led content-marketing projects for three agency clients.

- Communicated with clients and developed ideas and editorial plans.
- Organised teams of 3–10 writers and editors.
- Built editorial processes and controlled delivery timelines and content quality.
- Helped teams maintain a consistent content standard across parallel projects and demanding deadlines.

2022 — 2023

Yandex Practicum

Content Producer and Editor

Led the creation of design courses.

- Managed content production from idea and content plan to platform publication.
- Sourced writers and experts, briefed them and distributed work among writers, experts, editors, illustrators and administrators.
- Analysed feedback from learners and colleagues; proposed and implemented user-experience improvements.
- Researched and tested new formats and completed an editorial refactor of a course.

2020 — 2021

Russia.Travel

Editor-in-Chief

Responsible for editorial strategy for a tourism platform.

- Developed editorial policy, guidelines and a content plan.
- Built an editorial team of three in-house employees and a network of regional contributors.
- Contributed to marketing promotion and special-project landing pages.
- Grew traffic from 80,000 to 180,000 monthly unique users in one year; total reach of the project and special projects exceeded 1 million users.

2018 — 2020

5f.media

Editor-in-Chief

Launched and developed a media outlet from scratch.

- Developed the publication growth strategy, editorial standards and content plan.
- Built a pool of about 40 freelance writers and worked with experts, partners, advertisers and bloggers.
- Contributed to the media kit, advertising opportunities and promotion; supervised the website launch as product owner and contributed to the visual identity.
- In 18 months, grew the publication from zero to 50,000 monthly visits; total reach across the site, LiveJournal and Zen reached about 150,000 users.

2017 — 2018

Improve Media / INMYROOM

Managing Editor

Contributed to editorial planning and the search for topics, experts and publication projects.

- Wrote original content and launched new formats.
- Produced special projects: client and commercial-team communication, concept development, briefs, writer synopses and work on shoots.
- Helped grow monthly views from approximately 1.5 million to 2 million in one year.

2016 — 2017

Rambler&Co.;

Managing Editor, Rambler News Service and LiveJournal Media

Edited and published news materials, worked with writers and photo editors, and conducted fact-checking.

- For LiveJournal Media, curated and adapted blogger content and wrote news stories, roundups, digests, headlines and leads.
- Translated and adapted international content for Russian-speaking audiences.
- Contributed to native advertising, newsletters, user-behaviour analytics and new content formats.

Education

Russian State University for the Humanities — Journalism, 2017

Moscow State Linguistic University — Translation and Interpreting, 2011

Northwestern University — Content Strategy for Professionals, 2022

GoPractice — Digital Product Management, 2022

Netology — Data Journalism, 2021

UNWTO Academy — Destination Marketing, 2020

Languages

Russian — Native

English — C1

Portuguese — B1

Spanish — A1