

Andrew Sakhno

PR, Marketing Communications & Events Manager

Limassol, Cyprus · Living in Cyprus for almost ten years

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PROFILE

Posts that turn into clients.

Social media and content that bring in clients. Ran LinkedIn, Facebook and Instagram for CAS.ai on my own: 2,000+ followers in 2022–23, a period in which the company gained 190+ new B2B clients. For THE THOMPSON, on a micro-budget: 640 followers and 40+ new clients in three months, with reels I shot and edited myself.

Started as a journalist, became Head of PR at Piraeus Bank in Ukraine and went on to be PR Director at international companies, working closely with senior management, product teams, HR and outside PR, advertising and social media agencies. Graduate of the Chartered Institute of Public Relations (London). Easy to work with, good at leading and motivating a team, and able to get a conversation going with almost anyone.

40+

new clients in three months for THE THOMPSON, on a micro-budget

2,000+

followers on the CAS.ai channels I ran alone, 2022–23

190+

new B2B clients for CAS.ai in 2022–23 (company result)

EXPERIENCE

2025–26	THE ROOMS Creative Space, Limassol: PR and Events Manager
2024	TERRATO: Director of Marketing and Communications, leading a team of four
2024	TerraLeads · Chinggis Khaan Valley · THE THOMPSON: Conference stand and party · brand and website · Instagram
2022–23	Clever Ads Solutions (CAS.ai), PSV Group: PR & Business Development Manager
2022–23	WOLGA Park · PUNIN GROUP: Brand and website · press releases
2019–21	Wythall · WeCare · B&B King's · Wimbledon Park · Luxury Cars Club · ROVI: Brands, websites and strategies for developers, hotels and a clinic, plus news and press releases
2018–19	ARALAN Consulting: One of three co-founders, hospitality consulting
2015–18	MBA Consult Group (India, Slovakia): Press releases, articles, speeches
	UniCredit Bank Ukraine: Corporate party for the bank's employees
2010	Piraeus Bank, Ukraine: Head of PR
Before 2010	Media: Journalist

SELECTED WORK

Clever Ads Solutions (CAS.ai), PSV Group, 2022–23

190+ new B2B clients for the company and 2,000+ followers on the channels I ran, 2022–23

THE THOMPSON Car Service & Detailing, 2024

640 followers and 40+ new clients in three months, on a very small budget

TerraLeads, 2024

Everything for the conference in Budapest, plus the Cash Rally Party for key accounts

Chinggis Khaan Valley, 2024

Logo, brand book, a website with all its copy, and a deck for investors and the authorities

CAS.ai Mobile Scaling Meetups, 2023

More than 200 people at two meetups in Georgia and Armenia, organised remotely

WeCare Medical Centre, 2020

Logo, brand book, website and copy, façade branding and print

SKILLS

Strategy	PR and marketing strategy with budgets, timelines and KPIs; Business development and sales decks; Crisis communications; Investor presentations
PR and media	Press releases and news; Press trips and press conferences; CEO interviews and speaker profiles; Internal communications; Reputation management (CIPR)
Events	Concept, budget and running order; Conference stands, sponsorship and speakers; Corporate parties and brand nights; Suppliers, venues and creatives across Cyprus; Follow-up after the event
Content and social	Content plans for LinkedIn, Facebook and Instagram; Shooting and editing reels; Work with influencers and bloggers; Announcements for forums, Telegram and Eventbrite
Brand	Naming; Logos and brand books; Corporate identity and custom typefaces; Websites, including every word on them; Signage, print, merchandise and uniforms

LANGUAGES

Russian (native), Ukrainian (native), English (C1),
Greek (A2), Polish (A2)

EDUCATION

Reputation management, CIPR (Chartered Institute of Public Relations), London

Economics, National University of Kyiv-Mohyla Academy (NaUKMA)