

Andrew Sakhno

PR, Marketing Communications & Events Manager

Limassol, Cyprus · Living in Cyprus for almost ten years

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PROFILE

I get brands talked about. In the press, on stage and in the room.

PR, marketing communications and events in banking, game-dev ad tech, real estate and hospitality. More than 50 corporate and brand events for 20 to 1,200 guests, brand identities for six real-estate projects and a keynote in São Paulo. At CAS.ai (2022–23) I led PR and business development; over those two years the company gained 190+ new B2B clients.

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.

15+

years in PR and marketing communications

50+

events for 20 to 1,200 guests

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

THE ROOMS Creative Space, 2025–26

Nine events in the 2025–26 season; the seven documented here drew 870+ guests

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

TerraLeads, 2024

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

UniCredit Bank Ukraine

A corporate party for 1,200 guests, my largest event to date

Chinggis Khaan Valley, 2024

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

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

12+ conferences in 11+ countries as a sponsor and speaker, prepared from start to finish

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)

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