



# Anastasiia Osipova

## EDUCATION

### PhD Candidate in Sociology and Methodology of Social Research

Università degli Studi di Milano (2025-present)  
*NASP – Network for the Advancement  
of Social and Political Studies*

### MA in Public and Corporate Communication

Università degli Studi di Milano (2022-2025)  
*Final grade: 110/110 cum laude*

Thesis: A taste for comfort: studying comfort  
content consumption on digital platforms

Awards: Holder of the Excellence  
scholarship for talented students

### BA in Journalism and Media

Lomonosov Moscow State University (2016-2020)  
*Final grade: 5/5 with honours*

Thesis: J'veux du soleil: yellow vests  
movement representation in photo  
documentary and on social media

Awards: President's list scholarship holder

### ERASMUS exchange program

Université Lumière Lyon 2 (2019)

Department: Information, Communication,  
Médias et Journalisme

## RESEARCH EXPERIENCE

### Università degli Studi di Milano

#### Algofeed Project

Participated in research activities of the project  
(YouTube data sorting and analysis)

## BIRTH DATE

14/08/1998

## LOCATION

Milan, Italy

## CONTACTS

 [anastasiia.osipova@unimi.it](mailto:anastasiia.osipova@unimi.it)

 [LinkedIn page](#)

## LANGUAGES

English — C1  
Italian — C1  
French — C1  
Russian — Native

## SKILLS

### Microsoft Office

(Word, Excel, PowerPoint)

### Data visualisation tools

(Datawrapper, Gephi, RAWGraphs)

### Qualitative analysis software

(Atlas.ti)

### Analytical tools

(Google Analytics, LiveDune)

### Survey design and administration

### Adobe Creative Suite

(Photoshop, InDesign, Illustrator)

### Website builders and visual instruments

(Readymag, Tilda, Figma and others)

**Advanced knowledge of social media platforms,** their metrics and analytical systems

### Excellent communication and interview skills

Conducted on- and off-screen interviews in multiple languages, including qualitative interviews

### Teaching and mentoring

Regularly reading lectures on social media and communication (both for external audiences and the teams). Worked as a mentor for charity projects and as a private tutor

## REFERENCES

Available upon request

## WORK EXPERIENCE

### Second Wind (Moscow, Russia)

*Environmentally oriented charity foundation*

October 2024 – Present

#### **Head of SMM**

Leading the execution of social media strategy and mixed-methods research initiatives to inform strategic communications, including design and implementation of donor behaviour studies through surveys and in-depth qualitative interviews. Managing cross-functional team of 5 members while conducting longitudinal audience analysis to optimise evidence-based marketing interventions

March 2021 – September 2024

#### **Social Media Manager**

Conducted comprehensive audience research and behavioural analysis leading to data-driven content strategy redesign. Applied quantitative methods to measure engagement patterns, achieving 19% increase in engagement rate through systematic A/B testing and content optimisation. Performed longitudinal social media analytics, tracking subscriber growth patterns and donation conversion metrics across platforms, resulting in the number of subscribers growing by 55% in a year

### UNDP – United Nations Development Program (New York, USA)

November 2024 – May 2025

#### **Communications Specialist**

Designed and executed primary research for large-scale organisational development program focused on results-based management practices. Conducted stakeholder interviews using structured interview protocols, performed thematic analysis of feedback data, and synthesised findings into actionable recommendations for implementation

### Transparent Hiring (Munich, Germany)

September 2023 – November 2024

#### **Social Media Specialist**

Applied data analytics methodologies to evaluate social media performance and user engagement patterns for recruitment technology platform, providing insights for strategic communications optimisation