

Gelya Sheshenina

Creative Director & Producer

I develop ideas from cultural insight to execution
— across experiences, special projects, content and digital.

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EXPERIENCE

2022–2026
4 years

Yandex — Creative Director & Head of Special Projects

Built an in-house special-projects studio from scratch, serving three business units across ride-tech, food-tech and e-commerce.

Led a team of up to 10 in-house — creative and line producers, SMM, creators, editors — plus external production partners. Each producer ran 3–5 projects at a time.

Ran the studio behind driver and courier acquisition: bringing people to the platform and taking the stigma off the job.

Grew producers to work autonomously; set business goals and decision systems with the team and stakeholders.

2018–2022
4 years

Yandex — Creative Producer

Campaigns, content and production from concept to launch — where ideas met budgets and deadlines.

Cross-functional delivery with marketing, brand and product teams.

2011–2018
7 years

Freelance — Copywriter

Brands, media and culture — where I learned to find the idea inside a brief.

OPERATING CONTEXT

STAKEHOLDERS	Marketing · Brand · PR · Product · Legal · Regional teams · Leadership
TEAM	Up to 10 in-house Creative and line producers, SMM, creators, editors — plus external production teams
BUSINESSES	Premium products · Ride-tech · Food-tech · E-commerce · Classifieds
AUDIENCES	Premium buyers · Everyday customers · Drivers, couriers and sellers
SUCCESS METRICS	Brand awareness · Loyalty · Community engagement · Beyond performance metrics

WHAT I DO

CREATIVE DIRECTION	From cultural insight to final output — sharp ideas and a clear creative language, brief to launch.
SPECIAL PROJECTS	Experiences and activations where content, people and physical space meet.
PRODUCTION	From €5K experiments to €500K launches — where to spend, where to save, where not to compromise.
TEAMS & SYSTEMS	Building the team, processes and ways of working, so producers run projects on their own.

15
years in creative

8
years in big tech

4
years leading a special-projects studio