

# Roman Zinchenko

Communication consultant and trainer

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## Profile

With practical experience in PR, communications and media since mid-90's, Roman Zinchenko brings into your business cross-industry experience in PR campaigns management, media relations, communications trainings and consulting. Multiple training projects for the top-management of leading Ukrainian and international business, political and non-profit institutions provide good basis for solving communication tasks on all the levels of client's organisations. Trainings and master classes are delivered in English and Ukrainian. Strong business background and fast learning skills of Roman Zinchenko ensure delivery of the training and consulting products adjusted to the needs of your organisation.

Roman Zinchenko combines trainer's activity with active involvement in a range of non-profit and social initiatives, continuously testing and refining his methodologies and presentation tools. Roman leads Greencubator, Ukrainian NGO, promoting energy awareness, sustainability and renewable energy. He's also a co-organizer, host and speaker preparation coordinator at TEDxKyiv - a local branch of TED conferences in Ukraine, organized through TEDx program.

## Key training programs

- Mastering the presentation: from napkin sketch to resonating speech
- Handling tough question, when it counts
- Talking with money: presentation skills for start-ups seeking investors
- IPO survival guide: presentation and communications for investment roadshow
- The making of news: strategies for getting into the media spotlight
- Press-service management
- Social media for spreading the word and gaining support

## References for training programs

### USAID | Local Economic Development project

- Territorial marketing (training series)

Reference: Petro Koshukov  
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### **URSA**

- Handling aggressive communications
- Basics of public speaking  
Reference: Anna Shirina  
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### **UCAN / International institute of business**

- Message Development and Strategic Communications (training series)  
Reference: Larisa Shidlovska  
+380503304355

### **ICD Investments / PRP Ukraine**

- Roadshow presentation skills
- Handling tough questions  
Reference: Arina Satovska  
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### **Vivat-Strategy**

- Strategic communications planning  
Reference: Oksana Dobryanska  
+380672477535

### **USAID | BizPro**

- Internet solutions for business associations

### **Motorola / Center for innovations development**

- Internet search proficiency

### **Reforms and Order Party / National Democratic Institute**

- Management of a press-service
- Building productive relations with the media

### **Education**

- 1993-98 Institute of International Relations of Kyiv National Taras Shevchenko University“  
International Information” department (specializing in public relations )
- 1998 Master of Arts in International Information  
Master’s dissertation “Managing corporate image: press-services”
- 1997 Bachelor of Arts  
Bachelor’s dissertation: “Information management: effective information for  
effective administration”
- 2006 Aspen Institute, Executive Leadership Program