

Vladislava Zhunina

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Open to relocation

Employer Branding & Strategic Communications Specialist in Tech & Gaming | Built brand narratives and media presence for companies with 7B+ downloads across global markets.

I specialize in crafting brand stories and messaging strategies for mobile games and gaming companies, helping them earn trust, attract talent, and stand out in a competitive global market.

Employment history

Brand Manager, SayGames

SayGames is a mobile game publisher with 150+ games and 7 billion downloads worldwide

September 2024 — current

- Oversaw global communications across HR and publishing, unifying EVP and boosting visibility via 15 media placements, including VentureBeat
- Built media relationships with key industry outlets and influencers (cumulative reach: ~2M monthly views)
- Managed content development and delivery for [SayHero](#) - a branded expert hub - in collaboration with external contractors
- Used Google Analytics to monitor page performance and user behavior, iterating on content layout and distribution accordingly.

November 2021 – May 2024
2 years 8 months

Communications Manager, Belka Games

Belka Games is a mobile game developer. According to data.ai, it's considered one of the top 20 grossing companies in the EU

- Developed Belka's employer brand presence across EU markets
- Initiated and edited articles for Pocket Gamer and Deconstruction of Fun; also contributed original pieces
- Promoted internal game design talent, focusing on high-demand expertise
- Organized branding activations that drew over 800 attendees at industry conferences and 350+ at local events
- Mentored in-house experts, helping them evolve from internal voices to external speakers
- Launched a dedicated [Telegram community](#) for employer branding, growing it from 0 to 900 subscribers in 3 months via targeted outreach and quality content
- Regularly tracked engagement metrics (CTR, retention, post performance) to refine content strategy and tone of voice.
- Co-founded Lithuania's first Women GameDev meetup
- Wrote content for the revamped careers page, boosting open rates from 20% to 37%. Site received recognition from web design & development award platforms ([awwwards](#) and [CSSDesignAwards](#)).

April 2021 — October 2021
6 months

Brand Manager, GetMentor

GetMentor is a nonprofit organization where experienced IT professionals assist individuals through mentorship

- Reworked website structure and content based on interviews with users and mentors
- Co-authored longform stories, one of which was nominated for the Best Article of the Year on [Habr](#).
- Scaled a [Telegram community](#) from scratch to 1,000+ engaged devs (senior engineers, tech leads, CTOs) through tailored retention content and leadership engagement.

Skills

Brand Messaging & Content Strategy | Briefing & Cross-functional Collaboration | Employer Branding & EVP Development | Media Relations & Editorial Planning | Event Management (Online & Onsite) | Digital Tools: Asana, Confluence, Notion, Google Workspace

Education

Bachelor's Degree in Management

International University in Moscow, 2010 – 2015

Languages

Russian - Native, English - fluent