

Anastasiia Riazanova

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SOCIAL CONTENT CREATOR & VIDEO PRODUCER

I am a Paris-based Social Content Creator with 7 years of experience in short-form video, UGC, content strategy and social storytelling. I have worked with brands and international teams including IRIS Galerie, Develux and ArcelorMittal across fashion, beauty, lifestyle, tech and culture. I manage the full creative process, from concept development and shoot planning to filming, editing and performance analysis.

WORK EXPERIENCE

Freelance 09/2025 – Present **Social Content Creator & Video Producer** Paris

- Lead end-to-end social-first content production for Paris-based beauty, wellness, fashion, events and tourism clients, from strategy and concept development to filming, editing, delivery and KPI analysis.
- Generated 266.8K content views, up 71.4%, and reached 86.9K accounts, up 97.3%, through organic content strategy supported by paid amplification.
- Increased interactions by 64.1% and drove 1,370 booking-link clicks, up 83.2%.

IRIS GALERIE 06/2025 – 09/2025 **Content Creator & Community Manager • Internship** Paris

- Produced and coordinated 100+ social-first photo and video assets for Instagram and TikTok.
- Increased TikTok reach by 92% in two months and Instagram organic reach by 20% in three months.
- Organized a Paris event involving 15 influencers and content creators.
- Planned and directed photo and video shoots with creators, influencers and brand partners.

Develux 05/2024 – 09/2024 **Content and Community Manager**

- **Led the organic content strategy for three social media pages across Instagram, TikTok and YouTube.**
- Achieved over 1 million total organic reach within 6 months by implementing targeted content testing and optimization strategies.
- Coordinated US-based UGC creators, managing briefs, communication, feedback, revisions and final delivery.

ArcelorMittal 05/2023 – 09/2023 **Communication & Digital Learning Intern** Luxembourg

- Designed internal communication materials in InDesign for a global corporate audience.
- Created digital training content using EasyGenerator, Articulate Storyline and CrossKnowledge.
- Maintained and updated the Group Security SharePoint site.

Centre for Strategic Government Communication SPRAVDI 04/2022 – 07/2022 **Digital Project Manager** Ukraine / Remote

- Managed 30+ collaborations with influencers and partner organizations.
- Reached 2.8M+ people and grew the community to 10K+ followers within three months.
- Created a top-performing post generating 19K+ likes and 6,370 saves.

Shopfandomania 01/2018 – 01/2022 **Founder, Content Creator & Digital Marketing Lead** Ukraine

- Founded and developed a niche e-commerce and community brand from concept to launch, defining its positioning, visual identity, tone of voice and content strategy.
- Generated 500K+ views through organic content and creator collaborations.

EDUCATION

Master 2, Fashion and Materials

ENAMOMA – PSL

Paris

Master 1, Management de innovation.

IAE Metz | University of Lorraine

Metz, France

Bac +3 International Management and Commerce

IAE Metz | University of Lorraine

Metz, France

Bachelor, philology

Kyiv-Mohyla Academy

SKILLS

Tools: Adobe InDesign, AI Content Tools, Canva, CapCut, ClickUp, Figma, Meta Ads Manager, Meta Business Suite, Microsoft Excel, Microsoft PowerPoint

Languages: English (professional), French (b2), Ukrainian (native)

Social Media Content Creation: Content Performance Analysis, Content Strategy, Creative Concept Development, Scriptwriting, Shoot Planning, Short-Form Video Production, UGC Creator Coordination, Video Editing, Video Shooting