SASHA ALEXEEVA

CREATIVE PRODUCER

PORTFOLIO



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INTRO-
DUCTION

I don’t make content.
I build narratives that drive demand.

From idea to execution -
I turn brands into media,
and content into scalable growth.

Creative producer with a strong vision
and full ownership of campaigns.

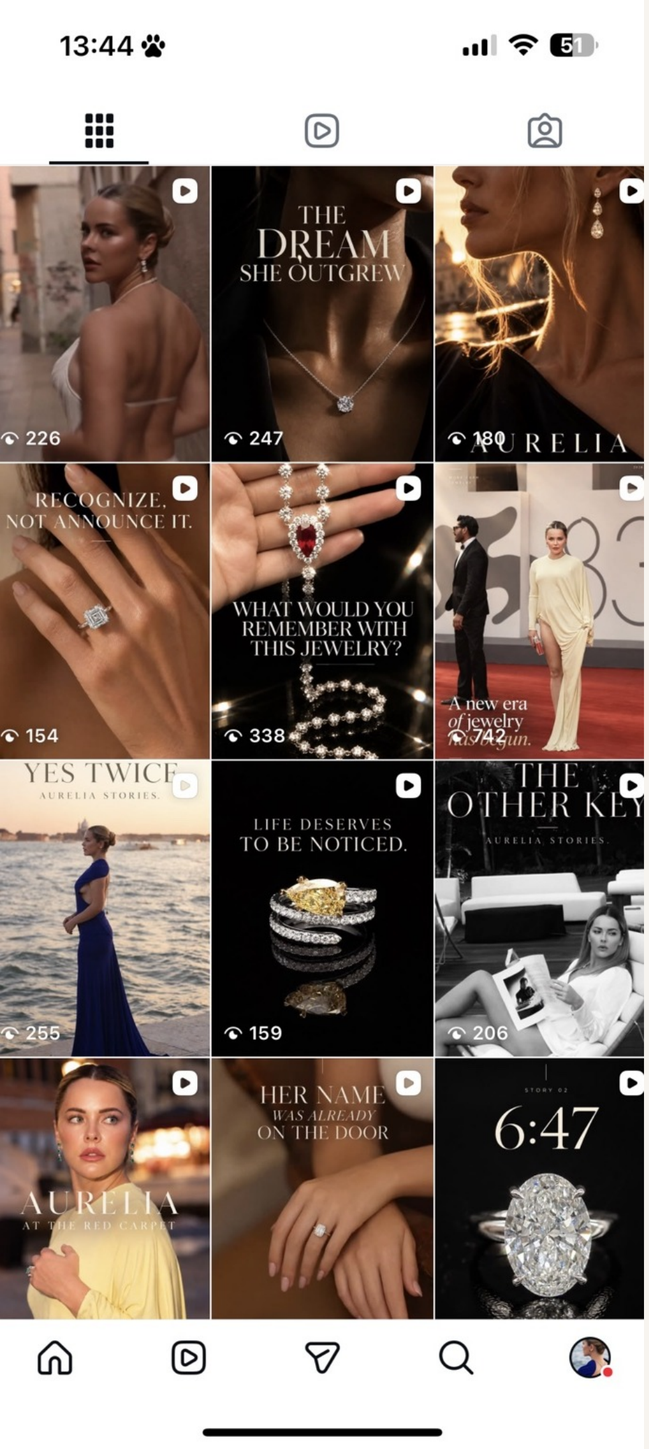


"If your audience can’t recognize themselves in your message, you have no positioning - just noise."

Sasha Alexeeva



PHILOSOFY



AURELIA

Building a Luxury Jewelry Brand from the Ground Up

CONTEXT

AURELIA started with one thing: the product. Lab-grown diamond jewelry with no established brand identity, positioning, social presence or launch narrative.

CHALLENGE

How do you introduce an unknown jewelry brand into the luxury space and give it cultural relevance from day one?

SOLUTION

- Built the positioning, philosophy and brand narrative from scratch.
- Defined the brand codes around purity, restraint, individuality and a sense of magic.
- Created key messages, tone of voice and the visual communication direction.
- Built and launched the brand's Instagram presence and content system.
- Developed the concept and script for the first image film.
- Produced editorial photo and video content for launch.

FROM PRODUCT TO LUXURY BRAND.







RESULTS

- Launch built around a high-visibility PR moment at the Venice Film Festival.
- Founder and jewelry featured on the red carpet, creating the core launch story.
- Editorial shooting, red-carpet content and branded photo/video assets produced.
- 50 targeted media outlets pitched.
- 2 earned media mentions secured.
- Positioning, social presence and launch communication built from the ground up.

I DIDN'T LAUNCH AURELIA WITH AN AD.
I LAUNCHED IT WITH A STORY WORTH COVERING.



VENICE

Donna Luna Luxury Golden Party · PR Partnership

CONTEXT

A private luxury event in Venice during the Venice Film Festival, bringing together international guests, creators, partners and members of Italian aristocracy.

MY ROLE

PR Partner responsible for influencer relations, sponsors and partners, social media visibility, promotion and titled guests.

PRODUCTION & PR

- Developed and pitched partnership and sponsorship opportunities.
- Sourced and coordinated influencers and creators for event participation and content.
- Managed communication with partners, guests and collaborators.
- Built social media visibility around the event before and during Venice.
- Connected guest relations, partnerships, creator coverage and PR into one event narrative.

60 GUESTS · VENICE · 2026









RESULTS

- 60 guests at a private luxury event in Venice.
- International creators, partners and titled guests in one curated experience.
- Members of Italian aristocracy among the guests.
- Influencer and social media coverage generated around the event.
- Brand, sponsor and partner visibility integrated into the experience.



CASE 1

Product Launch via Documentary Storytelling (Health & Wellness)



CONTEXT

Health expert launching a new product with:

- *declining audience engagement*
- *no clear positioning*
- *struggling demand for product*



CHALLENGE

How to relaunch the product and create demand without paid traffic

SOLUTION

I developed a content-driven launch strategy based on storytelling:

- **Produced a documentary-style film** as a core marketing asset
- Built a multi-step organic funnel
- Activated influencer collaborations (6 KOLs)
- Created a narrative-based content system instead of direct selling



- new audience growth of over 27,000
- over 1.5M total visibility
- over 7,000 organically generated leads
- 0€ spent on generating traffic
- coverage by 14 unique media outlets

RESULTS



CASE 2



PR-driven Growth & Viral Exposure Without Budget

CONTEXT

- small account (~1,500 followers)
- no audience for launch
- no marketing budget

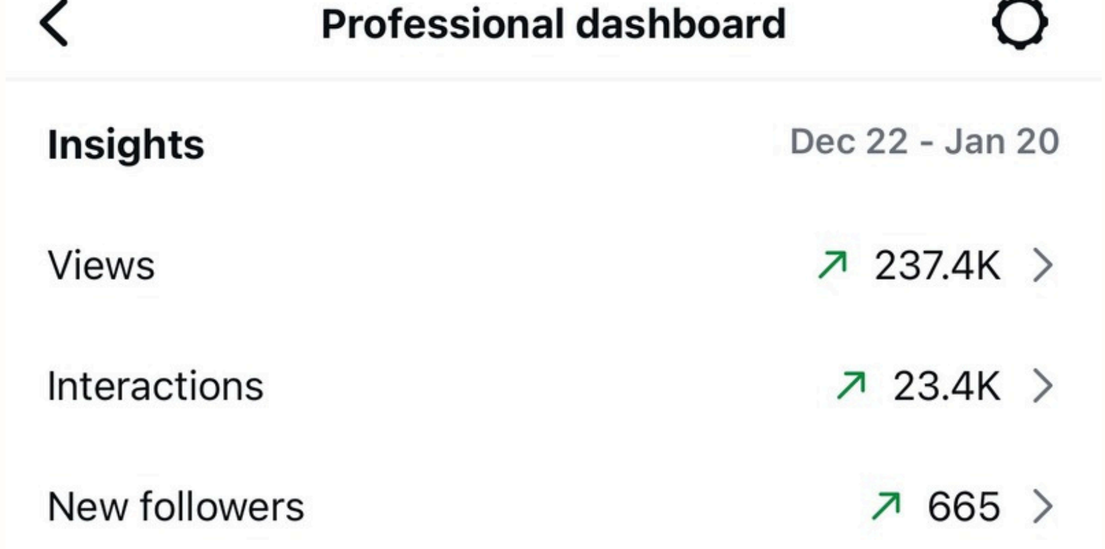
CHALLENGE

Generate visibility and leads from zero.

SOLUTION

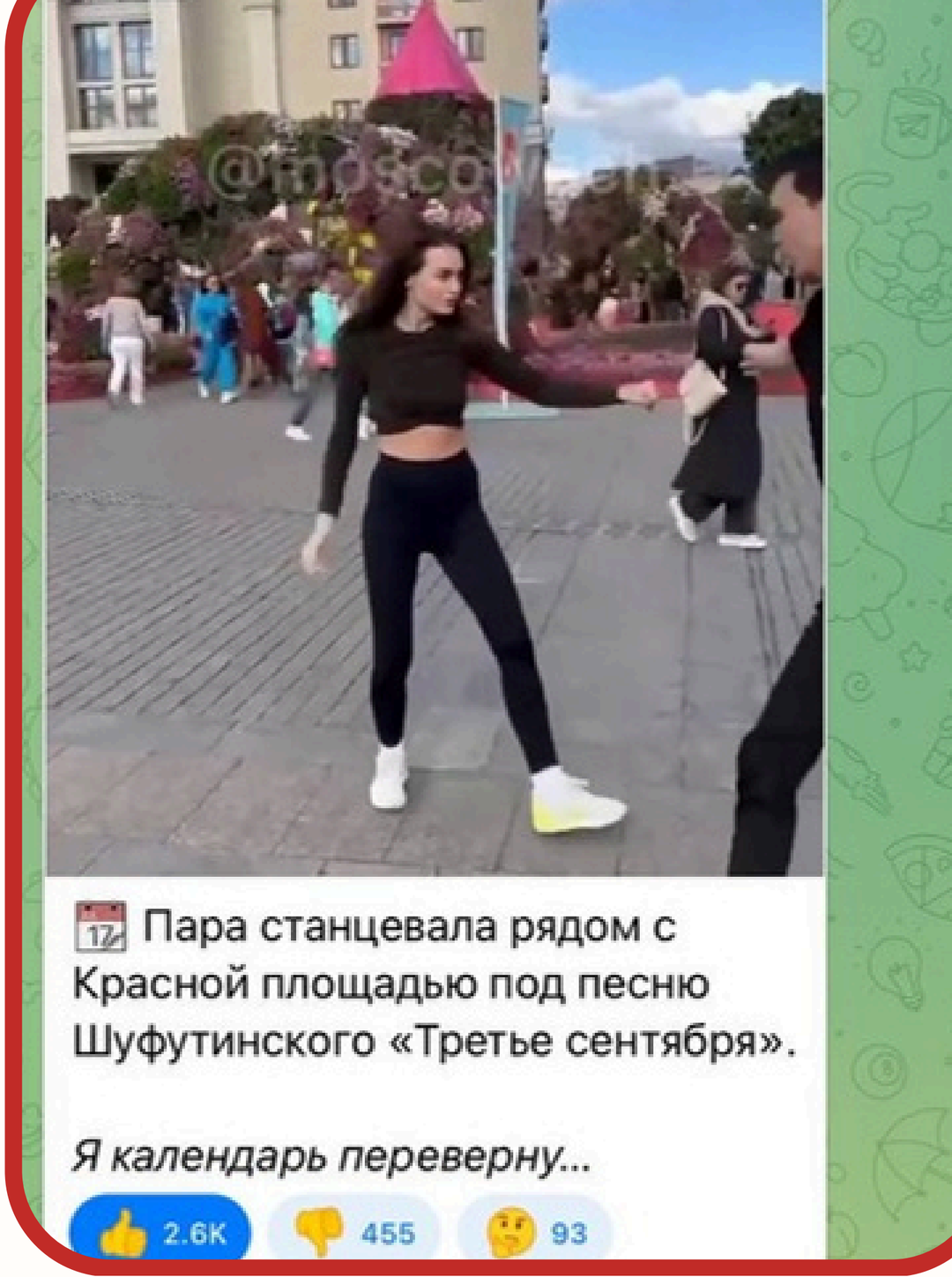
I created a PR-led viral trigger strategy:

- identified a strong news hook
- distributed content via media & communities
- leveraged organic reach mechanics



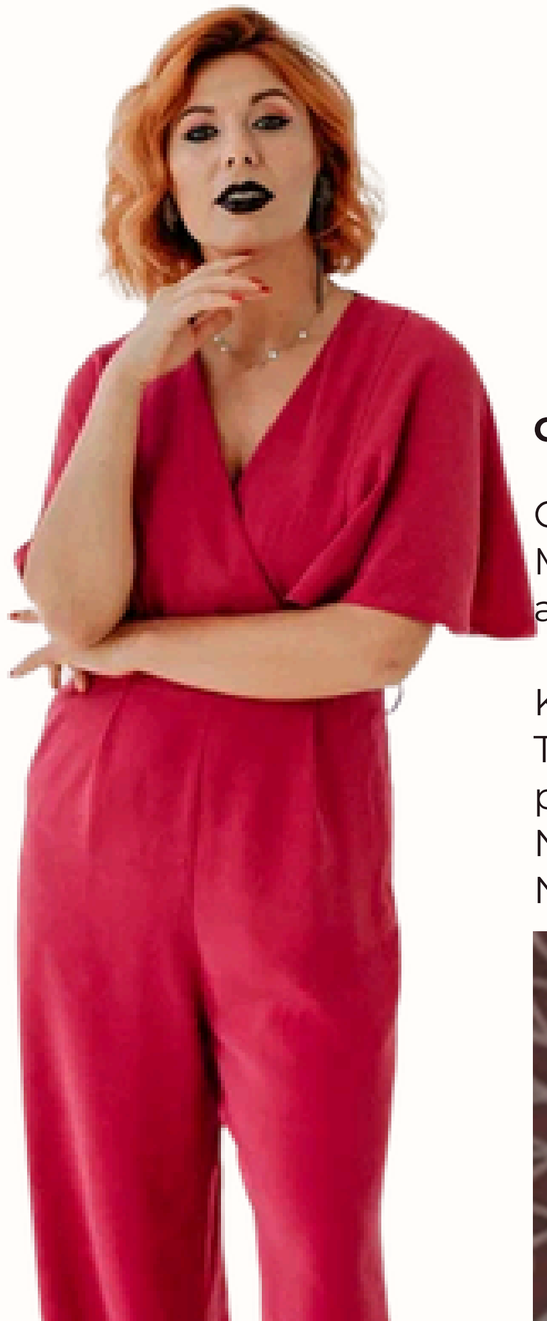
- **Featured in 4 major media outlets**
- **1,000+ leads generated**
- **Rapid audience growth**
- **Zero ad spend**

RESULTS



CASE 3

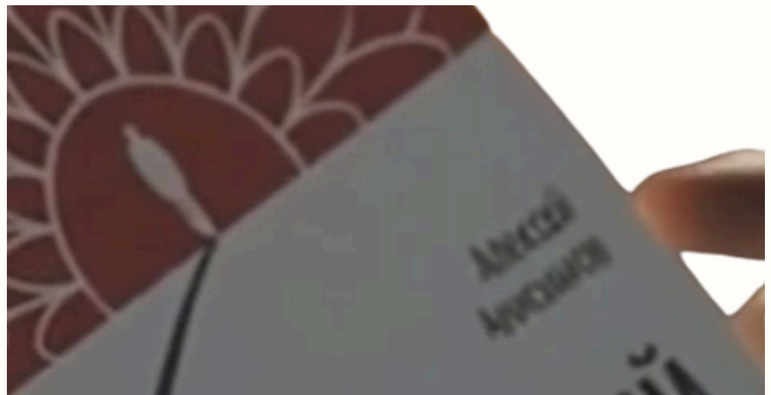
Reimagining Book PR: building a media launch without exposing the author



CONTEXT

Client goal:
Make the book visible, discussed and commercially successful.

Key constraint:
The author refused to become a public figure.
No personal content.
No media exposure.



CHALLENGE

The entire book marketing system is built around the author.

No author = no storytelling
No storytelling = no engagement
No engagement = no growth

The challenge:
Build a strong media presence without using the author as the face of the project.

CREATIVE IDEA

1 I replaced the author
with a character.

Not a brand page.

A living personality
with its own voice, tone and presence.

2 I built a multi-layered media ecosystem:

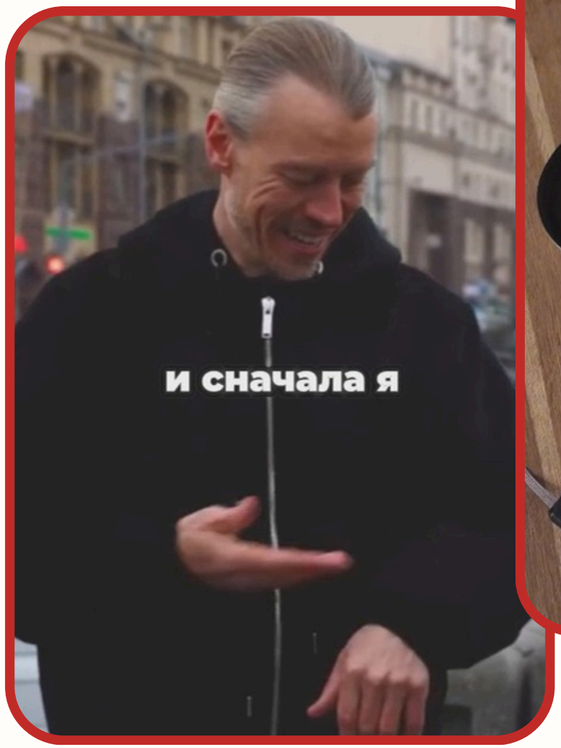
— Character-driven storytelling
— Social media (TikTok, YouTube, Instagram)
— Telegram channel from the character’s perspective
— Influencer outreach & organic integrations
— Interviews & traditional media coverage
— Review ecosystem

3 To drive engagement, I introduced:

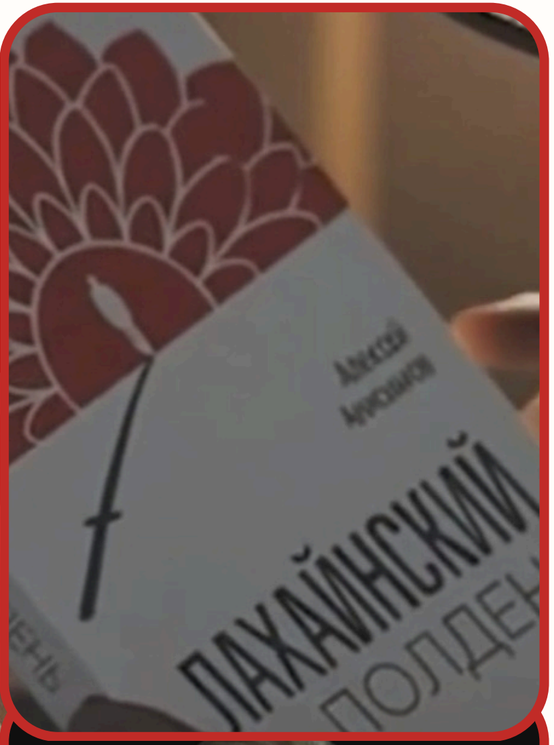
— Character voice communication
— Cultural context & atmosphere videos
— Viral mechanics (metaphorical card content)
— Short-form video content with narrative continuity
— Emotional interaction instead of passive consumption

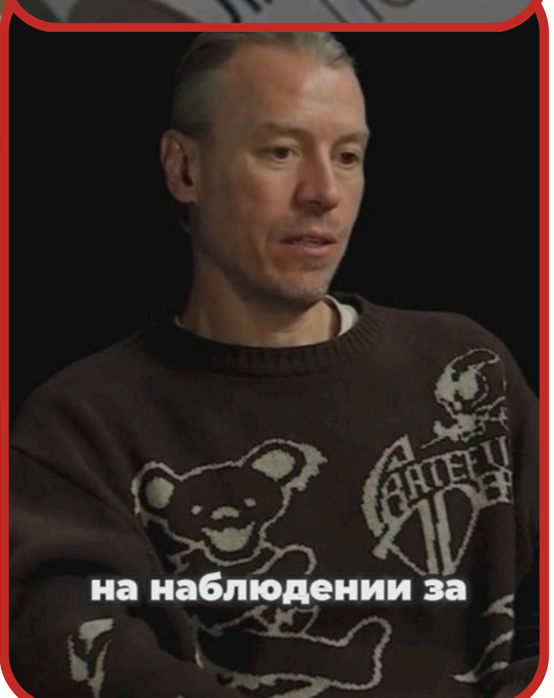
RESULTS

Sold book editions
Multiple reviews and media publications
Strong organic audience engagement
Content with consistent reach
(**from 10K to 100K+ views early stage)**
Active audience interaction (comments, discussions, retention)









EVENT



PRODUCTION EXPERIENCE

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FOUNDATION IN OFFLINE CREATIVE PRODUCTION



Before moving into digital and media-driven projects, I spent 6+ years building and running an **event production business, delivering over 420 private and corporate events.**

This experience shaped my core approach as a producer:

I don’t create formats - I design experiences that reflect meaning.







SCALE &SCOPE







- Events ranging **from 6 to 600 guests**
- Formats: from private destination weddings to large-scale corporate offsites
- Projects delivered across Europe, Russia, Turkey, the Middle East and Asia
- Experience with artist booking, performance programming and live show integration

Concept & Narrative
Turning an idea into a structured scenario

Experience Design
Guest journey, flow and emotional dynamics

Production
Full-cycle execution, teams and logistics

Environment
Working with locations, often non-standard or historical

KEY PRINCIPLE

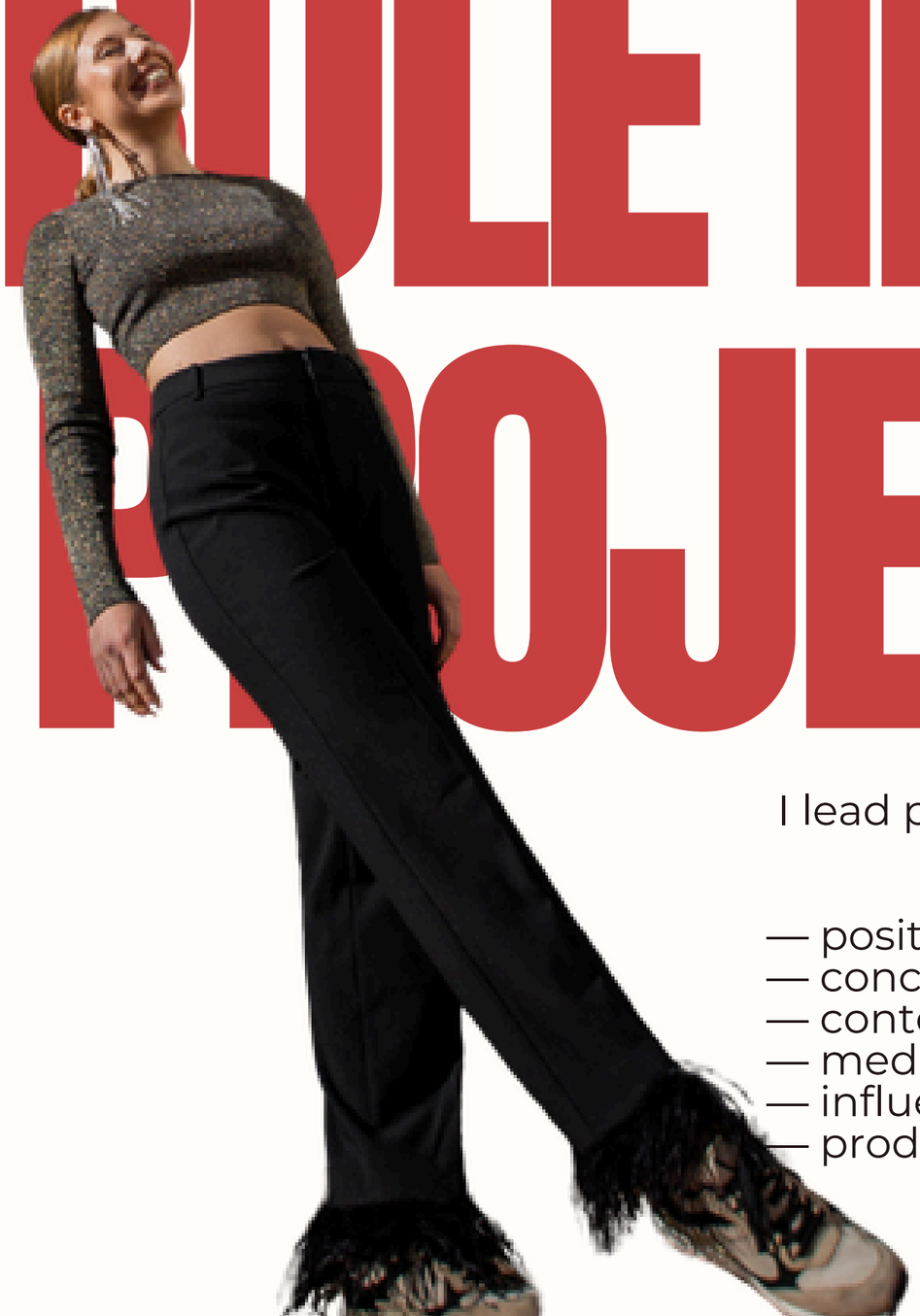
My role was never to “organize an event”.

It was to understand the underlying objective and translate it into an experience that works on an emotional and strategic level

This foundation defines how I work today - across media, culture and brand projects



MY ROLE IN YOUR PROJECT



I lead projects from idea to impact

Creative Producer
PR Director
Book/Film/Art Launch Strategist

— positioning
— concept development
— content strategy
— media & PR
— influencer collaborations
— production supervision



Visibility is not about showing up more. It’s about being impossible to ignore

I.AM.SASHADIRECTOR

MESSAGE

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LET’S CREATE

CREATIVE PRESENTATION

2026

THANK YOU

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