Ivan Gorbunov

Media Producer · Multimedia Special Projects Lead

Antalya, Türkiye. Open to relocation and business travel. Seeking a permanent in-house role.

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Professional profile

19+ years in media, including 13+ in multimedia production. More than 150 media and content projects delivered. At Megapolis Group I lead commercial, editorial and grant-funded special projects, assembling teams of 4–10 and coordinating 2–4 major projects at once. I am responsible for budget, deadlines, quality and final reporting.

Key achievements

- Restructured Megapolis Group's media department: clarified responsibilities, introduced checkpoints and reporting, shifted the focus to larger clients and more complex projects, and raised video production standards.
- Organised the development and launch of an online learning platform for entrepreneurs in five months, from concept to client handover: nine video lessons, an animated video, registration, final assessment and CRM integration. Participants received 127 certificates.
- Developed the concept for a travel media project and produced three seasons in 2022–2024. Seasonal reports recorded media and social media reach of 1,033,667 and, separately, 446,979 video views.
- Coordinated media production and partner materials for a children's football tournament. The project achieved over 1.26 million in combined media reach per season in both 2023 and 2024.

Work experience

Megapolis Group · Multimedia Special Projects Producer

04.2019 — present

- Develop concepts, production plans and estimates. Coordinate editorial, video, design and development teams, client approvals and promotion.
- Define the team structure for each project, assign responsibilities and coordinate contractors.
- Monitor KPI delivery and organise the collection of statistics and supporting material for the final report.

Aromashevo District Administration · Press officer

01.2019 — 04.2019

Official website, social media and press communications. Within the first month, the website rose from 13th to 5th in the regional ranking of municipal websites.

Tyumenskie Izvestiya · Visual journalist

08.2017 — 08.2021 · Alongside primary employment

Journalism, photography, interviews and visual storytelling.

Slava Trudu Media Centre · Head of Digital

12.2009 — 01.2019

I built a video studio and established an end-to-end production process, developing the website, video, radio, print publication and digital archive. Monthly audience tripled after the expansion of digital formats.

Golyshmanovsky Vestnik Information and Publishing Centre · Photographer / Layout Designer

08.2007 — 12.2009

Reportage photography, image editing, newspaper layout and design.

Core skills

Producing: concepts, editorial models, media planning, scripts and editing.

Production management: project teams and contractors, budgeting, estimates, schedules and approvals.

Delivery oversight: material quality, KPI delivery, statistics and reporting.

Projects

Rural Entrepreneur: Integrating Companies and Their Partners

Tyumen Region Investment Agency / My Business, 2021. A course on working with integrating companies. I developed the concept and lesson scripts. With a programmer, I built a branded page on the client's website and a learning platform, testing the journey from registration to receiving a certificate.

Know-how for Health

AiF. Grant-funded project supported by the Internet Development Institute. I defined topics, formats, team, budget and promotion, aligning production with grant requirements and statistics collection. Delivered 45 mandatory reporting items. The final report was accepted on first submission.

Traveller's Diary

Bazis Motors, 2022–2024. Concept creator and producer across three seasons. Coordinated the partner relationship, routes, filming, publishing and a digital travel guide.

I Make My Homeland Cleaner

AiF / Rosneft. In 2021 I coordinated site preparation, contractors, approvals and media coverage, built the landing page and edited the video. In 2024 I designed boards, a nature-trail map and drawings for timber bases.

Tools and AI applications

Video and audio: Adobe Premiere Pro, After Effects, Audition, DaVinci Resolve.

Prototyping: Figma. **Websites:** Tilda.

AI applications: research, data analysis, interview transcription, and preparation of writing, illustrations, presentations and code. I developed an editorial calendar and a project estimator, and check facts, calculations and finished materials.

Main AI tools: ChatGPT, Claude and Gemini. In my independent media project So Said the Stars, I established a regular output of writing, illustrations and podcasts.

Education and training

Tyumen College of Communications and Information Technology · 2012

Vocational qualification in automated information processing and storage systems.

Skillbox · Film Editing programme, in progress. Video Workshop: editor of the documentary Paradise.

OpenAI Academy · AI Foundations, Applied AI Foundations, Agents and Workflows. Apply AI at Work — programme completion certificate, 12.11.2026.

Professional recognition

20+ professional awards and competition recognitions. Victory Cup received a third-degree diploma in the RFU's regional Russia Is a Football Nation competition, Best Project for Children category, 2023–2024 season. The recipient was Megatyumen LLC and my contribution was coordinating media production. Personal award: first place for Cosmosis at Video Talent — 112, 2023.

Languages

Russian — native · English — basic conversational · Turkish — basic, currently learning.