

MARTA KHALEPO

CREATIVE & EVENT LEAD | EXPERIENTIAL, DESIGN & BRAND

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✉ marta_halepo@ukr.net

📍 from Kyiv, based on Tenerife



14+ years in design, events, and marketing — turning ideas into launch-ready projects, from digital campaigns to live experiences — with a focus on impact, style, and emotional engagement.

SKILLS

- Creative & Art Direction
- Experiential & Events
- Leadership & Management
- Branding & Graphic Design
- Marketing Campaigns & Content

TOOLS

- Design: Adobe CC (Ps, Ai, Id, Acrobat), Figma, Canva
- Web: Webflow, WordPress, Shopify, Wix
- Motion/Video: CapCut, InShot, Runway, VN
- GenAI: ChatGPT, Midjourney, Firefly, Veo 3, Sora, Kling
- Ops: Notion, Trello, Jira, Slack, Miro, Microsoft Office

EXPERIENCE

Creative / Art Director · Designer · Brand Manager

Freelance & Agency Work — Ukraine, Worldwide | May 2011 – Present

- Launched 50+ brands and products end-to-end.
- Branding & design — identity systems; collateral (digital/print); web; UI/UX.
- Campaigns & content workflow (social, photo/video, product styling, copy).
- Experiential environments for festivals/expos; on-site art direction.
- Project ops: strategy, briefs, schedules, budgets; vendor & stakeholder coordination.

Senior Creative Designer

Marketing Agency C-360 — Baltimore, USA | Jan 2024 – May 2025

- Led creative direction for concepts & integrated campaigns (web, social, print).
- Developed identities, rebrands & design systems (guidelines, QA).
- Shipped websites/LPs design and no-code (UX/UI; Webflow/WordPress; e-commerce; DTC).
- Optimized team ops efficiency by rolling out a collaboration design tool and standardized workflow/moodboard templates.

Co-Founder · Event Lead · Creative Director

Char Event Agency — Kyiv, Ukraine | Jan 2015 – Feb 2022

- Managed full-cycle event production across formats (run-of-show, MICE).
- Organized incentive and custom tours, mapped guest journeys for memorable experiences.
- Coordinated cross-functional teams of 40+ and managed up to 8 concurrent projects.
- Partnered with global brands and major festivals to deliver large-scale activations.

EDUCATION

Master of Arts (M.A.) | Graphic Design and Illustration

Kyiv National University of Technologies and Design

LANGUAGES

English – Advanced, **Spanish** – Intermediate,
Ukrainian – Native, **Russian** – Fluent