






# JENNIFER EREMEEVA

WRITER AND LECTURER

## CONTACT

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-  [www.jennifereremeeva.com](http://www.jennifereremeeva.com)
-  [jennifereremeeva.com/clippings](http://jennifereremeeva.com/clippings)
-  [jennifereremeeva.com/books](http://jennifereremeeva.com/books)

## SKILLS

Content creation for tourism & hospitality

Persuasive writing skills

Powerpoint Presentations

Podcast scriptwriting

Copyediting

Advanced research skills

Writing for SEO optimization

Adobe Suite

## EDUCATION

**Bachelor of Arts**  
**Columbia College, Columbia University**

1985 - 1989


Russian Area Studies


**Foundation Course Certificate**


**Moscow Institute of Photography**


2003

## LANGUAGES

English 

Russian 

French 

Latvian 

## PROFILE

Jennifer Eremeeva is an accomplished and versatile writer and editor of web content, ad copy, corporate communications, marketing materials, and blogs for travel and hospitality companies. After a successful career in senior Sales & Marketing and Public Relations roles for hotels, tour operators, airlines, and financial services companies, Jennifer transitioned to freelance writing in 2006 while living as an expatriate in Moscow, Russia. Jennifer contributes articles and features on a broad range of topics exploring the intersection of history, culture, travel, and cuisine.

## PROFESSIONAL EXPERIENCE

### Independent Writer, Lecturer, and Podcast Host 2006 - Present

- By-lines in: Fodor's, USTOA, LitHub, AAA Magazine, Russian Life, BBC Russian Service, Bucket Travel List.
- History, travel, food, and culture columnist for The Moscow Times, Russia's leading English-language newspaper.
- Serve as the In-house Travel Writer for American tour operator, Alexander + Roberts, creating content around historic, cultural, and culinary highlights of bespoke travel programs.
- Development and delivery of original lectures for luxury cruise ships (**Viking, Azamara, Oceania, Seabourn, Regent Seven Sea Cruises**) about destinations visited, focusing on the history, culture, arts, and food of each region. See [jennifereremeeva.com/enrichment](http://jennifereremeeva.com/enrichment) for more information. [Sample Lecture: The Rise of Nations](#).
- Reviewer/host for The New Books Network: pitch, script, and host hour-long interviews with authors about their books for The New Books Network's History, Historical Fiction, Russian & Eurasian Studies, Food, and European studies channels.
- Edit books, marketing materials, and brochure copy for private clients.

See [jennifereremeeva.com/clippings](http://jennifereremeeva.com/clippings) for full portfolio

### Project Manager

General Motors CIS 2006

- Retained by Senior Country Managers to design public relations and marketing campaign, and coordinate the technical execution of the ground breaking ceremony of GM's largest automotive manufacturing plant in St. Petersburg, Russia during the St. Petersburg Economic Forum in June 2006.
- Coordinated protocol and programming with the senior staffs of General Motors, Prime Minister Dmitry Medvedev, The Presidential Administration of Russia, and Governor Matvienko of St. Petersburg.
- Organized competitive tender process for local event execution agencies.
- Developed and implemented PR campaign with Russian and Western top press representatives, resulting in headline coverage in national and regional broadsheets and Russia's leading TV networks.
- Carried out a post-event assessment of General Motors, CIS's regional PR management, including a position paper outlining a strategy for the future.

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## EXPERTISE

- History and culture of the Baltic, Black Sea, and Mediterranean. [Sample Lecture](#).
- Russian and Soviet History.
- Royal History.
- Well-honed understanding of the travel industry: tour operators, hotels, cruise lines.
- Seasoned food writer, food stylist, recipe developer, and culinary historian.
- Adroit research skills, able to organize and present facts in dynamic and persuasive prose and vibrant Powerpoint presentations.
- Proficiency in WordPress and writing effectively to achieve SEO goals.
- Seasoned communications expert with a proven track record of successful marketing and ad campaigns and effective media relations.
- Photography and photo editing
- Effective creation of blog posts, landing pages, newsletters.
- Polished and poised public speaker and lecturer.
- Podcast script writing, editing, and hosting.
- Graphic Design: Adobe InDesign, Canva.

## PROFESSIONAL EXPERIENCE

### Head of External Relations

United Financial Group [Deutsche Bank]

2003-2006

- Responsible for all corporate communications, public relations, and media outreach.
- Led a team of 5 in the complete overhaul of corporate website, including new design and content.
- Created creative advertising campaign for Asset Management arm.
- Conceived and oversaw production of new corporate collateral, including corporate brochure and annual report.
- Created media strategy for domestic and international coverage of Deutsche Bank's purchase of a stake in United Financial Group.
- Advised Deutsche Bank's retail team on public relations and marketing for a potential launch of retail banking in major Russian cities.

### Director of Corporate Sales & Marketing

Avantix.ru

2002-2003

- Oversaw salesforce (5 people), meeting and exceeding revenue goals of \$5.5. million in corporate sales.
- Designed, wrote, and produced corporate sales kit with dual-language materials for Russia's first online travel agency.
- Established revenue management and customer service guidelines for the agency, and introduced CRM systems.

### Executive Director

The World of Aeroflot - Aeroflot Russian Airlines

2000 - 2002

- Directed development of global partnership with senior management of American Express and TUI to promote sale of leisure and corporate travel services in Russia.
- Oversaw the production and editing of all English-language marketing materials and presentations.
- Development of strategic marketing campaigns for outbound travel programs.
- Led team of three to develop inbound travel program to Russia.

### Assistant Director of Sales & Marketing

The Aerostar Hotel, Moscow

1999 - 2000

- Responsible for a client territory of 3000, including foreign embassies and major multi-national companies.
- Represented the hotel at international trade shows and conferences.
- Led annual request for pricing from global headquarters of multi-national companies.
- Developed special programs for embassy employees, adoption agencies, NGOs, and special interest groups.