

Emma Safronova

HEAD OF VIDEO PRODUCTION & VISUAL COMMUNICATIONS

emmasafronovaproducer@gmail.com · [LinkedIn](#) · [Portfolio](#) · [Showreel](#)

Target markets: Armenia & Gulf region · Open to relocation to the Gulf · Citizenship: Armenia, Russia

PROFILE

Eight years across commercial production, film, broadcast media and corporate communications. Built an in-house video function in six months for Gazprom Neft, leading a core team of 10 and a network of 100+ contractors. Experienced in executive communications, creative governance and full-cycle production — from brief and budget to final delivery.

-40%

External production spend

200+

Finished films annually

61

Business units under shared visual standards

EXPERIENCE

Head of Video Production & Corporate Communications

Mar 2023 — Feb 2026

Gazprom Neft · Saint Petersburg

- Built a centralized in-house production function in six months; reduced external production spend by **40%** while output reached **200+ finished films per year**.
- Led a **10-person core team** and managed a vetted network of **100+ contractors**; established shared production standards across **61 business units**.
- Created a video archive accessible to **2,000+ employees** and formalized briefs, specifications, review workflows and delivery standards.
- Managed executive video coverage, broadcast media relations and access to senior management; supported industrial shoots under HSE and operational constraints.
- Delivered brand production for G-Drive and G-Energy and external programmes including Kustendorf Classic, Hermitage Days in Belgrade and Special Olympics.

Co-founder — Brand & Communications (part-time)

Aug 2025 — present

SokoJob, AI hiring platform · Accra, Ghana (remote)

- Building brand and communications for an African-market startup; developed the brand book and visual system, produced content and supported coverage in Disrupt Africa and We Are Tech Africa.

Executive Producer

Jan 2021 — Mar 2023

Gazprom Media · Moscow

- Produced multi-episode digital series, children's popular-science programming and corporate animation translating complex technical subjects for broad audiences.

Post-Production Producer

2019 — Jan 2021

Tectura Pictures · Moscow

- Managed feature-film and TV-series post-production and coordinated vendors against broadcaster deadlines.

Line Producer

2018 — 2019

Leo Burnett Russia · Moscow

- Produced KitKat Senses and Maggi campaigns for Nestlé, managing agency-side production, budgets and client approvals.

CORE EXPERTISE

Leadership & operations: In-house function design · Team leadership · Budgets · Vendor & agency management · Workflow design

Production & communications: Executive & broadcast coverage · Industrial / HSE filming · Post-production · Brand systems

Tools: Adobe Premiere Pro · Figma · Runway · Digital asset management systems

EDUCATION & LANGUAGES

MA, Strategic Management in Film & TV — St. Petersburg State Institute of Film and Television (2021)

BA, International Relations — RUDN University (2019)

Languages: Russian (native) · English (working) · Armenian (intermediate)