



**PORTFOLIO**

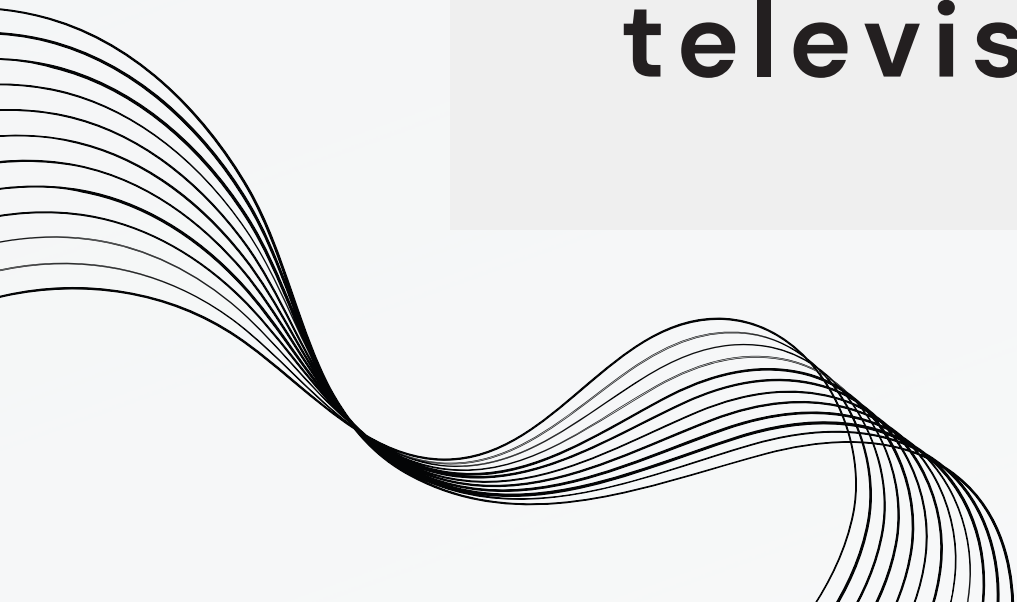
**CREATIVE  
PRODUCER**

**ELIZAVETA STRELKOVA**



# **AS A CREATIVE PRODUCER IN CTC MEDIA**

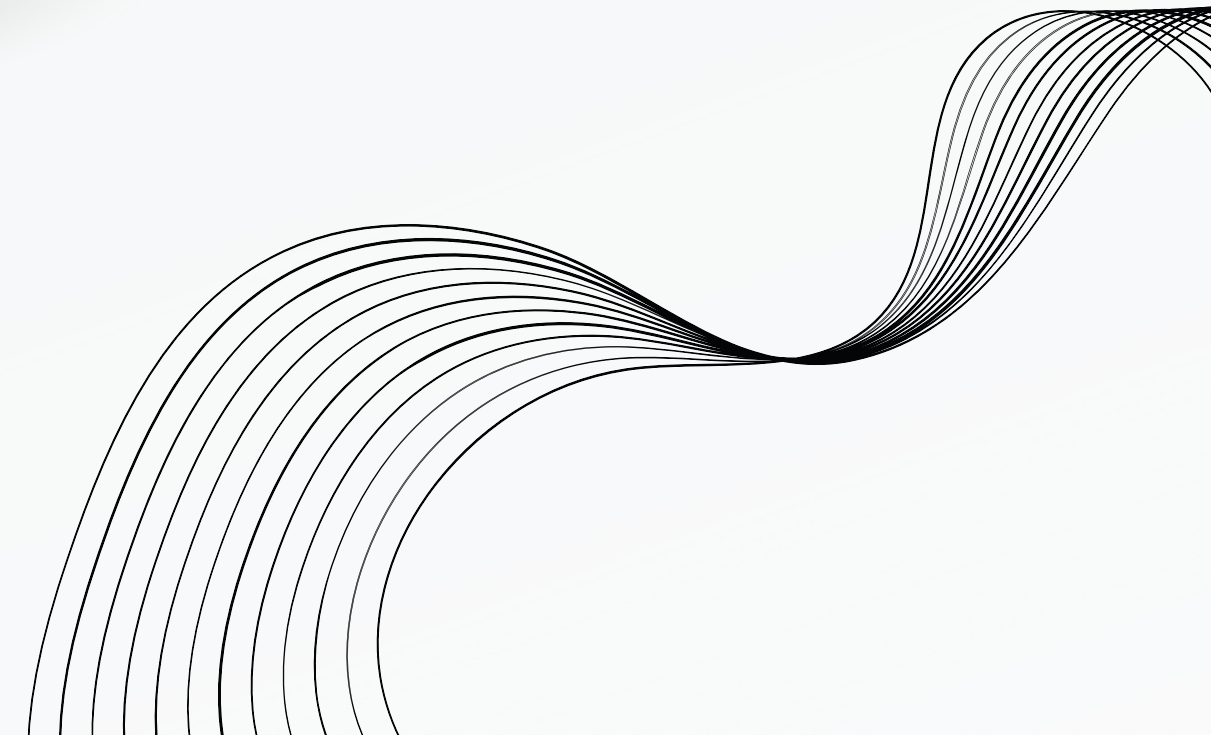
**I carried responsibility for the production of special projects that resulted in a significant increase in viewership and heightened engagement with the channel's television shows and series.**



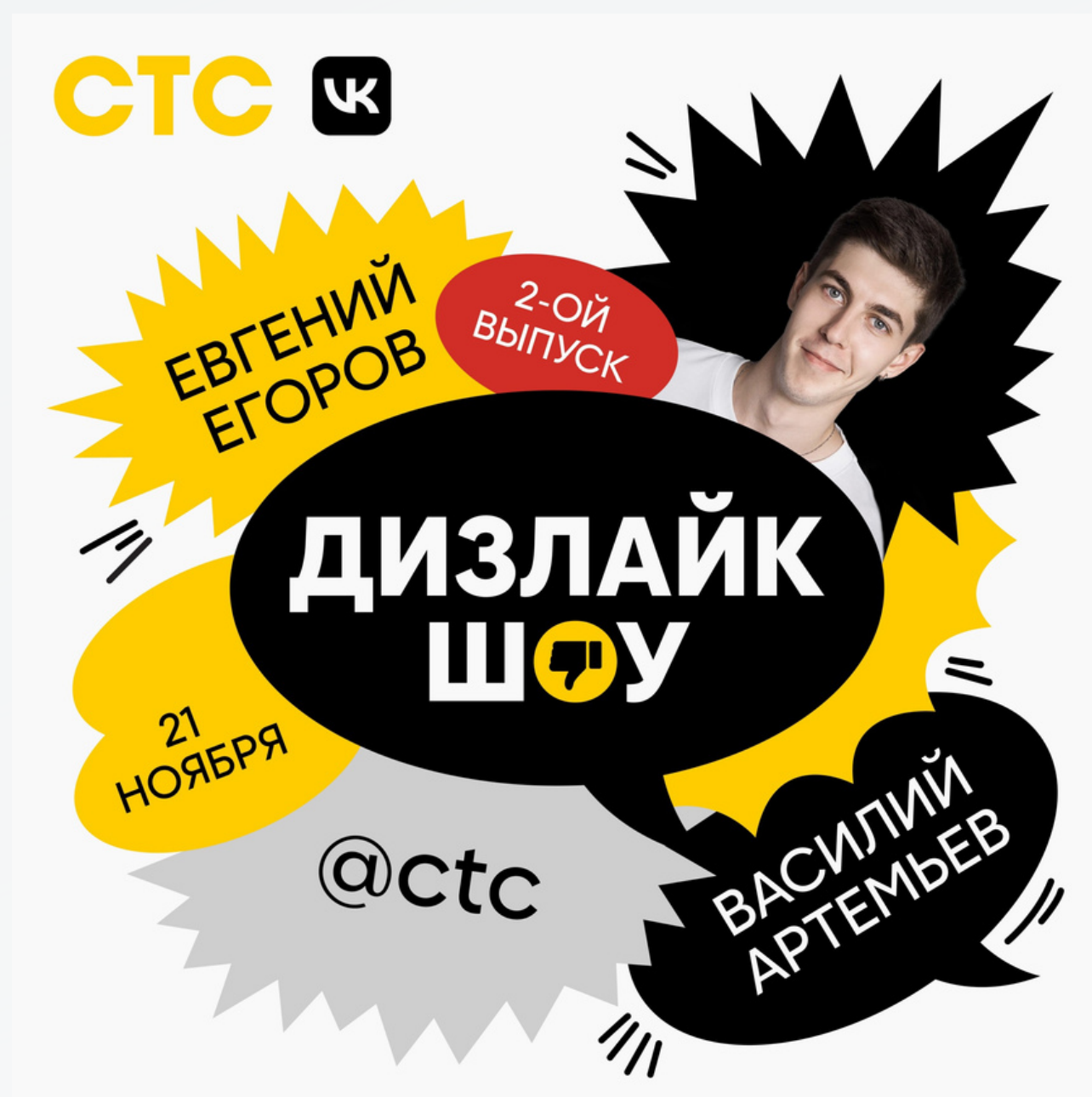
# **CTC MEDIA**

## **BACKGROUND**

**An entertainment TV channel  
with a daily viewership of  
approximately 500,000.**



# SOCIAL MEDIA SHOW



The first project I'm proud of is "Dislike Show," a unique social media show featuring main celebrities from the CTC Channel. The idea of the show was to show celebrities what viewers are writing about them in the comments. In response, celebrities gave emotional reactions.

I had the privilege of producing and filming one of the episodes.

**\*The episode can be viewed by clicking on the picture.**

# PRODUCTION PHASES





# PRODUCTION PHASES

05

## POST PRODUCTION

I provided a detailed briefing to the editing team, ensuring the episode would match the script.

06

## SOUND DESIGN

I selected a sound engineer whose style was the perfect match and entrusted him with the task of finalizing the video's sound.

07

## PROMOTION

I briefed the Social Media Marketing (SMM) department to ensure the episode would go out on time and promotional posts would be published on all our social media platforms.

08

## START!

Upon double checking the episode, I submitted the final product to the SMM department for publication.



**RESULT**

**800,000  
VIEWS**

# DIGITAL SHOW



Another project I'm really proud of is launching a live social media show.

Every Saturday during a month a user could go to our social media page, connect to the live stream and answer 10 questions based on CTC TV series. The winner was the one who would get everything right before anyone else.

**\*The episode can be viewed by clicking on the picture.**



# PRODUCTION PHASES

01

## RESEARCH

First, I selected the 14 most popular CTC TV series. After watching each one, I came up with 40 questions based on their plots to create four engaging quizzes.

02

## PRE PRODUCTION

I briefed the film crew, arranged the shooting location, host, makeup artist and prompter.

03

## FILMING

I ensured that the location was ready for filming. I met all the participants of the shoot and made sure that the entire process went smoothly. In one shift, we managed to film all four episodes.

04

## DESIGN

I tasked our design department with creating a unique design for the quiz and oversaw their work process closely.

# PRODUCTION PHASES

05

06

07

08

## POST PRODUCTION

I briefed the production team to edit episodes and then handed them over to the sound engineer. Within a week, all episodes were ready for release.

## PROMOTION

I briefed the SMM department to ensure promotional posts were published across all our social media platforms and strategized with the community team on how to engage with subscribers throughout the project.

## BROADCAST

I made arrangements with the promo department to create an on-air commercial that ran on the CTC TV channel during the project.

## START!

I handed over all the materials to the developers, supervised the work, and ran a few tests of the app before launch.



**RESULT**

**300,000  
VIEWS**

# PROMOTIONAL VIDEO FOR THE DIGITAL SHOW



For the promo campaign of the digital show 'Button', we needed to create a promotional video that not only highlighted the project itself but also showcased its outcomes.

I eagerly took on this responsibility.

**\*The episode can be viewed by clicking on the picture.**



# PRODUCTION PHASES

01

02

03

04

## SCRIPT

I crafted a script for the video, detailing not only the narrative but also envisioning the accompanying animations to bring our story to life.

## PRODUCTION

I conducted a thorough briefing with the editing team to ensure the script was executed precisely as envisioned.

## SOUND DESIGN

I found a skilled narrator to voice our script, then entrusted the video to an experienced sound engineer to finalize the sound in the video.

## THE FINALE!

I ensured the visuals and audio were perfect before presenting the completed project to the supervisors.



# THANK YOU FOR ATTENTION!

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