

ALEXANDRA MALINA

Barcelona, Spain
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ART DIRECTOR · DIRECTOR · AI CREATIVE

Instagram / Telegram: @sashamalina

I create visual work for brands, from international campaigns and brand systems to merch, special projects and video. I lead creative from concept to execution, working across strategy, art direction, production, directing and team management, and use AI as part of my creative toolkit for brands, advertising and film.

EXPERIENCE

Head of Creative Strategy Department

2025–2026

1win

Led the creative direction and team, building processes across design, production, marketing and business.

CREATIVE STRATEGY · INTERNATIONAL CAMPAIGNS · BRAND SYSTEM DEVELOPMENT · TEAM MANAGEMENT · MERCH AND CLOTHING COLLECTIONS · VIP PROJECTS AND GIFTING PROGRAMMES · SPECIAL INITIATIVES AND EVENTS

Creative Manager

2023–2025

1win

Led the development and execution of creative initiatives across international markets: brand platforms and positioning, business direction rebranding, seasonal campaigns, activation concepts.

CREATIVE DEVELOPMENT · BRAND COMMUNICATIONS · QUALITY CONTROL · VENDOR MANAGEMENT · SPECIAL INITIATIVES

Creative Producer

2020–2022

Out Digital · Sber, SberSpasibo, Avito, Tinkoff, AliExpress

Produced advertising and digital campaigns for major brands.

CREATIVE DEVELOPMENT · PRODUCTION · TEAM BUILDING · BUDGETS · SHOOTS · POST-PRODUCTION

Co-founder of an Independent Creative Collective

since 2019

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Experimental work at the intersection of art, music, design and advertising: events, lectures, merch, creative collaborations, cultural initiatives.

Art Gallery Assistant

2016–2018

Worked with international visitors, presented artworks and managed client relationships in English and Chinese.

EDUCATION

2020	SKVOT — Advertising Production
2023	MADS — Creative Team Management
2023–24	Industry Film School — Directing Advertising and Music Videos
2025	Moscow School of New Cinema

LANGUAGES

Russian	native
English	professional working proficiency
Spanish	basic
Chinese	basic