

MIKHAIL KIRILIN

PR & COMMUNICATIONS LEADER FinTech • iGaming • Web3 • B2B Technology

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PR and communications leader with 10+ years of experience building communications functions, product narratives and reputation systems for complex technology businesses. Background spans global trading platforms, B2B iGaming products, open-source communities and digital media, with hands-on leadership across product launches, executive content, media relations, ORM and PR measurement.

15+ B2B LAUNCHES	100+ MEDIA ACTIVATIONS	20+ LONG-TERM CAMPAIGNS	10+ TEAM MEMBERS	500+ CONTENT ASSETS
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CORE: Corporate & Product Communications • Executive Communications • Media Relations • Crisis & Issues Management • Reputation / ORM • Product Launches • Team & Agency Leadership • PR KPI / OKR

EXPERIENCE

Medier *B2B iGaming technology group*

Marketing Coordinator | PR, Reputation & Product Launches | Limassol, Cyprus **Nov 2023 - Present**

- Led communications workstreams for the market launch of 3 B2B iGaming products - a supplier studio, affiliate management platform and aggregator - covering positioning, narrative development and launch content.
- Expanded media engagement across EU and LATAM through targeted pitching, executive speeches, video narratives, event communications and reputation campaigns.
- Coordinated external contractors across onboarding, legal and payment processes while supporting the induction of new team members.

MetaQuotes Ltd. *Global trading software company behind MetaTrader*

Content & PR Team Lead | Limassol, Cyprus **Jun 2021 - Nov 2023**

- Owned PR strategy, ORM and communications measurement for MetaTrader 4, MetaTrader 5, Finteza and MQL5.com, aligning product, design, development, documentation and external agencies.
- Designed an ORM monitoring system and KPI / OKR framework, including the reprint leverage metric for evaluating communications performance.
- Created the branding, naming and launch campaigns for 2 institutional fintech products: a matching engine and MT5 for hedge funds.

Muse Group *Music technology company behind MuseScore*

Content & PR Team Lead | Kaliningrad, Russia **Sep 2019 - Mar 2021**

- Built the PR and community function from zero and completed the annual communications target within 6 months through 100 publications, integrations and events.
- Grew the MuseScore.com community to 4,000 active users and coordinated communications for the MuseScore 3.6 release and a YouTube collaboration with Tantacrul.

MIRANIT *Technology PR and content agency*

Team Lead | PR, Content & Support | Barnaul, Russia **Aug 2017 - Sep 2019**

- Built and commercialised the agency's PR practice from launch, designing and selling a new client-facing service line.
- Led a 10-person team across 20+ long-term campaigns; one media placement generated 1,000 registrations per day.

Zaycev Media Group (Zaycev.net) *Digital music and streaming platform*

Editor-in-Chief | Barnaul, Russia **May 2014 - May 2017**

- Reworked the platform's website content and playlists while developing commercial editorial projects for the streaming service.
- Led 10+ copywriters and delivered 500+ content assets in under 2 years, establishing scalable production and team-development systems.

EDUCATION & CREDENTIALS

Altai State University - Master's Degree in Journalism and Print Media, 2009

English: C1 Advanced, EFSET 67/100, 2023 • **Recognition:** Awwwards Site of the Day, 2017

TOOLS & METHODS

Tools: Jira • Confluence • Trello **Methods:** Agile • Scrum • OKR / KPI • Cross-functional delivery