

# ILYA VEDRASHKO

Bridging the gap between geekdom and advertising

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## EXPERIENCE

- Sept'05-present **Researcher** (also co-founder and briefly a manager) of MIT Convergence Cultures Consortium ([www.convergenceculture.org](http://www.convergenceculture.org)), an MIT group that consults corporate clients on consumption patterns of new media, consumer participation in brand development and product placement. Published paper on advertising in video games.
- Teaching Assistant** (fall 2005) to Prof. Henry Jenkins, director of the Comparative Media Studies program at MIT, for the Creative Media Industries class ([web.mit.edu/cms/610](http://web.mit.edu/cms/610)). Focus on brand / content integration, rise of the producing consumer, culture jamming. Lectured on the future of advertising and on the impact of branding communities.
- Blogger** publishing the MIT Advertising Lab site at [adverlab.blogspot.com](http://adverlab.blogspot.com) (since Nov. 04), a running catalog of emerging marketing technologies. The site was named best advertising blog by *Fast Company* magazine in April 2005, has been syndicated by various services and was featured in mainstream newspapers. The site earns ad revenue.
- Consultant**, free-lance at a Boston advertising agency Hill Holliday working on social networks and interactive strategies.
- Jun-Dec'05 **Interactive Strategist** at Fallon, Minneapolis, first as a summer intern and later a freelance consultant. Helped developing the online component of the winning pitch for National / Alamo car rental. Lead development of a new interactive strategy for the Islands of Bahamas. Worked on interactive projects for Times, Brawny, Lee Jeans and Citi. Lectured on emerging media and advertising technologies.
- Jan – Aug'04 **Account Executive** at Grey Worldwide, Sofia
- Created interactive components for all ongoing campaigns with a response rate of 25% above the national industry average.
  - Directed national advertising for Lenor, Ace, Mr.Proper (aka Mr.Clean), Pantene and MaxFactor (Procter&Gamble); Centrum and Advil (Wyeth); HBO. Earned top agency evaluation from P&G.
  - Led competitive and consumer research. Developed proprietary ShelfScan research and reporting service as a value-ad for the agency's clients.
- May'00–Dec'03 **Communications Director** at Netage Solutions, Sofia, a software development company with offices in Sofia, Boston, San Francisco and London, servicing venture capital and hedge funds.
- **Public relations and events:** Planned, budgeted and implemented comprehensive communication programs for European and American markets. Generated front-page coverage in the national press. Developed from scratch company's public relations process, from planning to clipping. Initiated and coordinated company's program with universities.
  - **Marketing communication:** Helped developing brand identity for the company's software products and services. Initiated and maintained periodic publications for clients and prospects. Managed production of all advertising materials, off- and online.
  - **Project management:** Developed concepts, info architectures and specifications for, and overviewed development of company's websites. Optimized company's websites to reach the top of major search engines' rankings for targeted keywords.
- Summer 1999 **Marketing Intern** at Procter & Gamble, Bucharest
- Conducted research on three Balkan markets for Secret and Old Spice brands. Designed and analyzed focus group interviews, conducted field research, worked with advertising agencies on spot adaptations, directed profitability analysis and a media plan.

## EDUCATION

- 2004-2006 **Massachusetts Institute of Technology**, SM in comparative media studies. Also completing the entire marketing course load at Sloan School of Management. MBA-level coursework includes marketing management, branding, advertising, consumer behavior and research, finance theory. Media-related coursework includes media theory, media systems, game development, entertainment industries, interactive communications, Asian advertising.
- **Master's thesis** (in progress) focuses on in-game advertising, considers its history and attempts to map possible future directions.
  - **Research interests:** non-intrusive methods of consumer research, media consumption patterns, renegotiation of brand meanings by active consumers, history of media technologies and their marketing impact.
- 1996-2000 **American University in Bulgaria** (AUBG), double BA in business administration and political science.
- Founded and edited FlashNews, a self-sustainable electronic publication, still in business.
  - Elected member of the student senate in junior year. Re-elected in senior year as student senate chairman.
  - Elected member of the AUBG alumni association board of directors. Responsible for association's outreach.

## MISCELLANEOUS

- MIT graduate fellowship to cover full tuition and expenses (2004, 2005)
- Fluent in English, Russian, Bulgarian.