

Philip Bae

Multidisciplinary
communications specialist

Brand communications specialist with multidisciplinary outlook and experience.

At IT-Academy worked on the development of consistent visual and verbal identity applying academic communication skills and personal creative expertise.

Applied the skills in marketing activities and social media management in the same organization.

Tashkent, Uzbekistan

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SKILLS

Academic

- Media Research
- Content analysis
- Discourse analysis
- Textual analysis
- Research writing

Corporate proficiency & other

- Collaboration & Teamwork
- Team leadership
- Adaptability & learning
- Analytical reasoning

Communications

- Brand strategy
- Graphic design
- Information design
- Brand identity design
- Visual identity systems
- Adobe Creative Cloud
 - Photoshop
 - Illustrator
 - After Effects
- Figma

Journalism

- News writing
- Feature writing
- Copywriting
- Brand journalism
- Press release writing
- Interviewing
- Photojournalism

LANGUAGES

English

Native or near-native

Russian

Native or near-native

Uzbek

Conversational

German

Elementary

INTERESTS

Philosophical inquiry, Anthropology, Sociology, Psychology, Street photography & film, Architecture & Urbanistics

EDUCATION



BA in Media Studies, Webster University in Tashkent

2022 - 2026 (Expected)

Within the program, encompasses media, communications and adjacent fields of research, anthropology, philosophy, politics, society, culture & art — allowing to develop a comprehensive outlook on the world and being equipped with a multitude of avenues for development

EXPERIENCE



Branding Specialist

MAY 2025 - Present @ Nordic International University

- Defines and implements Brand Strategy & Narrative
- Executes visual aesthetics



Brand Communications Specialist

APR 2023 - DEC 2023 @ IT-Academy

Worked on consolidated Visual Identity system for the brand

- defined visual brand assets
- defined photography style

Worked on definitive brand communications framework

- developed brand voice and brand tone
- verbal strategies associated with the former

Manages the brand's social media presence

- plans and designs social media publications

Interacted with brand contractors

- in video production
- in brand journalism

Provided photography coverage for events

Participated in Marketing activities

- occasional marketing campaigns planning
- Advertisement creatives design

PROJECTS:

- **Valstatex** - developed visual brand identity
- **One Million Uzbek Coders** - participated in 2022 brand awareness campaign, enhanced visual identity
- **NextGen Academy** - developed visual identity design



Visual Designer and Public Relations coordinator

MAY 2022 - FEB 2023 @ Shinsedae

- Led visual identity redesign initiative
- Developed creative direction guide
- Participated in the brand social media presence activities
- Provided photography event coverage