

Darina Mikhailina

Business · Events · Experience

Building the operational and strategic foundation for cultural projects and professional formats.

<http://mikhailinadarina.com/>
mikhailinadarina@gmail.com
Instagram: @darchinix
VK: @darchinix
Telegram: @darchinix



5.0 / 5.0

ACADEMIC GPA

1 / 48

CLASS RANK

10+ Yrs.

PERFORMING ARTS

15+ Mo.

OFFICIAL EMPLOYMENT

60,000

PEAK AUDIENCE REACH

01 / APPROACH

From insight to structure.

01 Perception

Working with teenagers, seniors, and creative professionals across projects of different scales has shown me how differently people perceive the same space. Instead of assuming what an audience wants, I begin with their actual barriers and needs so the final outcome is engaging and truly works for them.

02 Systems

Creative ambition only holds when the structure underneath is reliable: clear roles, realistic timelines, resource allocation, and coordination. I focus on setting up each project so it remains workable under real constraints, allowing the execution to stay consistent and considered from start to finish.

03 Purpose

My next step is to strengthen the business and organizational side of this work. I want to apply strategy, resource management and operational clarity to professional events and cultural projects, so ideas can grow into initiatives that are both viable and carefully shaped for the people they serve.

02 / FOUNDATION

What drives my readiness.

ACADEMIC PROFILE & SPECIALIZED COURSEWORK

5.0 / 5.0 Unweighted GPA

- Class Rank: 1 / 48 students (GPA: 5.0 / 5.0)
- Specialized Psychology & Education curriculum at School No. 21, St. Petersburg, Russia. 2025-2026
- Semifinalist in Academic Olympiads in Financial Literacy, Economics, Social Studies, and Business Fundamentals 2026.
- Coursework covering organizational behavior and conflict management 2026.

PDF →

LEADERSHIP & NEGOTIATION

Debate & mediation

- First Speaker & Debate Leader in competitive brackets featuring 2,000+ multi-regional participants. 2025
- St. Petersburg City Mediation Tournament Winner (Individual & Team titles). 2026
- Youth Law Enforcement Rally & Spartakiad Competitor — applied legal frameworks, conflict resolution, and group dynamics in team challenges. 2026

PDF →

PRACTICAL WORK EXPERIENCE

Official employment & volunteering

- 9 months choreographic assistant 2024-2025
- 6 months school assistant 2025-2026
- 7-Year Modern Dance Diploma with official state authorization for children's dance instruction. 2018-2025
- Registered Volunteer supporting elderly stage performers and inclusive community initiatives (120+ hours).

PDF →

PROFESSIONAL EXPERIENCE & SCALE

10+ Years inside performing arts

- Extensive experience across major venues: Gazprom Arena (60,000+), BKZ Oktyabrsky Concert Hall (3700+), the State Theatre of Musical Comedy, and others.
- Knowledge of arena crowd dynamics, multi-camera production logistics, and live televised broadcasts.
- Experience in event organization and on-site delivery.

PDF →

Many projects. One direction.

FOUNDER & PROJECT LEAD · DIGITAL SERVICE

JobSPB
Youth employment service

Designed and launched a digital service translating complex legal and bureaucratic hiring procedures into actionable, structured guidance for teenagers. Grounded in a two-stage empirical study (55-respondent baseline assessment and 103-respondent post-use evaluation), the project addresses young job seekers' specific information gaps through a targeted digital platform and a multimedia video guide.

[JobSPB website](#) | [Case on site](#) · [Guide](#) · [Presentation](#) | [Project PDF](#)

PROGRAM DEVELOPMENT & OPERATIONS · EDUCATION & CULTURE

SPB IEF
Venue operations & visitor experience

My work at the Saint Petersburg International Educational Forum ranged from creating an original dance film in 2024 to leading concept development, program structure, and operational coordination for a major school-led section in 2026. This project served as a practical case in resource coordination, visitor flow management, and scalable event execution.

[Case on site](#) · [Media](#)

PERFORMER & PRODUCTION PARTICIPANT · PROFESSIONAL LIVE EVENTS

Large-scale live events & broadcast production

First-hand experience across major arenas and televised productions provided deep operational awareness. Working within high-pressure environments taught me how massive live projects coordinate multiple moving parts under strict timelines.

[Case on site](#) · [Media](#)

EVENT COORDINATION · SCHOOL PROJECTS

School events producing & interactive formats

Hands-on experience turning ideas into structured programs for different school audiences. I developed scripts and choreography, coordinated participants and rehearsals, and designed interactive formats including demonstration lessons, intellectual quizzes and quest-based tours. Experience as a debate leader and peer mediator strengthened my ability to lead teams and work across different perspectives.

[Case on site](#) · [Media](#)

SOCIAL IMPACT & RESEARCH

Inclusive cultural experiences

LOGOS is a dance project exploring how gestures can speak louder than words (3rd Place, Sozhsky Karagod International Festival). Additionally, I have performed in Brys at the State Theatre of Musical Comedy, a production advocating for stray animals with tickets distributed through charities. I have also contributed to volunteer shows for retired actors in a nursing home. My research on disability inclusion showed that every project should consider diverse needs.

[Case on site](#) · [Media](#) | [Inclusion research project PDF](#)

91.3% User clarity
hiring rules became clear and easy to follow, earning a 4.32 / 5 usability

48.5% Action rate
prompted users to start job searches, send applications, or get hired

78.6% Real help
helped teenagers navigate complex labor regulations with confidence

Product logic
research → user needs → service design → implementation → measurement

Program development
structured a repeatable, engaging format for successive visitor groups

200+ guests
end-to-end visitor coordination and venue logistics

Stakeholder alignment
managed teams, schedules, and interactive engagement loops

Operational efficiency
outperformed traditional delivery models through interactive design

#1 Most-Visited School-Led Venue at SPb IEF 2026

60,000 capacity
direct exposure to arena-scale live logistics and execution

Multi-stakeholder environment
synchronized crews, artists, technical teams, and security

Contingency management
real-time problem solving and timing in high-pressure settings

Core takeaway
large creative visions succeed only when operational logistics run flawlessly

End-to-end ownership
from concept and program design to final delivery

Team leadership
coordinated 15–25 person teams through rehearsals and performance

Resource management
worked within fixed school budgets for costumes, lighting and logistics

Process improvement
refined planning, coordination and audience engagement with each edition

LOGOS project
non-verbal communication through dance

50+ performances
professional stage experience and charitable outreach

Cross-sector experience
theatre + charities + nursing homes

Driving purpose
accessibility as an essential standard for audience engagement