

# Anna Kostina

## General Manager | Project Delivery

Thailand · UTC+7 · Remote / Open to roles with US & European teams

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General manager with experience in hospitality launches and contractor coordination. Currently Creative Director at MADE BY MAD MEN, leading a nine-person team on brand and website projects.

## | EXPERIENCE

### MADE BY MAD MEN

#### Creative Director

Creative studio · Project-based · April 2026 to present · [madebymadmen.com](https://madebymadmen.com)

- Set tasks and approve work for **two designers, three developers, a project manager, a QA engineer, a motion designer and a copywriter**; agree key decisions with the CEO.
- Coordinate five client engagements, including four confidential projects and Reef & Key.
- Led the **approximately two-month studio website launch**; co-created the name and identity with the CEO.
- Coordinated the team's delivery across 24 language versions.

#### Selected client project: Reef & Key

Phuket, Thailand · Completed October 2026 · About 2 months · [reefandkey.com/en](https://reefandkey.com/en)

- Led the brand and website launch; developed the name and visual direction from the client's brief.
- Coordinated design, development and review through delivery of a responsive website in six languages.

# Dacha Harasho

## General Manager & Creative Director

Independent Consultant · Hospitality · May 2024 to February 2026 · [Case study](#)

- Prepared plot and contractor options for owner approval; coordinated land selection for two houses.
- Engaged the contractor managing the six-month build; coordinated the design team through opening.
- Coordinated the second house design with the same contractor; construction finished by the end of 2025.
- The retreat received 70+ guest reviews ([saved Yandex Maps profile](#)). Estimated low-season bookings: about 20 nights per month, based on booking calendars.
- Selected and briefed the agency, set the audience and approved ads. Campaign result: **12.3× ROAS** over 88 days.

## | EARLIER EXPERIENCE

### Dom Kostina: Sales & Marketing Management · 2020-2025

Construction company, Zelenograd. Engaged agencies and coordinated sales through social media and online channels, including Avito.

### Project-based brand development

Coordinated design or agency work for a pharmacy (2017-2018), hospitality venue (2020-2021) and children's center (2021).

## | SKILLS & TOOLS

Project delivery · Contractor selection and coordination · Work allocation · Stakeholder management · Agency management · Creative operations · Digital sales coordination

Tools: Figma · Notion · Trello · Google Docs

## | EDUCATION & LANGUAGES

British Higher School of Art and Design · Undergraduate coursework, 2018-2022

English: Advanced