

Anastasia Barmina

AI Visual & Video Artist / Product Marketing Lead

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Based in Da Nang, VN · Open to remote contract work

25M+

Platform unique users

1M+

Channel subscribers

10M+

Reach / mo, prior role

8+

Years in marketing & content

Summary

Marketing lead and content strategist specializing in AI production. I work at the intersection of prompt engineering and visual storytelling — building visual identities that stay consistent and on-character across dozens of AI generations, and directing full-cycle photo/video content from concept to final cut.

Experience

Product Marketing & Creative Direction — Telegram AI Platform

25M+ unique users · 1.5+ yrs, current

- Own product marketing and channel growth; grew the flagship channel from 0 to 945K+ subscribers in 12 months.
- Concept and direct every video and photo creative for the product — full-cycle AI production: prompting, generation, editing.
- Conceived and produced the app's built-in trend template library — tap-to-try photo and Kling-powered video effects.
- Led creative and go-to-market strategy for the platform's expansion into English- and Spanish-speaking markets.

Head of Marketing — Online Education Platform

10M+/month reach · 5 yrs, remote

- Built and led an 8-person content team — SMM, design, copy, SEO.
- Owned funnels, webinar and script writing, landing pages, cross-platform analytics.
- Grew organic social reach 200% and launched a YouTube channel from 0 to 100K weekly views in 3 months — zero ad spend.

Skills

Prompt Engineering — iterative refinement: angle, framing, light, control at every step

Character Consistency — face/style/world held across dozens of generations

Multi-Model — Nano Banana 2/Pro, GPT Image 2, Kling, Veo, Seedream, Seedance, Grok

Video Post-Production — scene merge, captions, timing, vertical short-form

Voice / Audio — ElevenLabs narration and voice work

18+ / Intimate Scenes — full-cycle scene & cutscene work for books and games in Seedream

Languages

Russian (native) · English (C1) · Chinese (B1) · German (A1)

Portfolio

anaaicreator.com — full case studies, video work, and original series.