



Olena Mazurenko

PRODUCT MANAGER · CULTURAL PROJECT MANAGER ·
AUTHOR

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Vyshneve, Kyiv region,
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Profile

Author of the idea and co-founder of the Poludne platform, its product and project manager, and founder of the Riznodumtsi club. I take projects from an idea and a concept to a team, a product and a living community.

Experience

Poludne — A platform about Ukrainian literature

Author of the idea · Co-founder · Product manager · Project manager · since July 2025

Poludne began as my idea, and the team made it a platform: we started from scratch and grew it to real traffic numbers. I am its co-founder and product manager: I am responsible for what the product becomes next — what we build, in what order, and how it sounds to a reader. And as its project manager I lead the team so that what we plan ships on time.

- I own product development and planning.
- I set tasks for the two-person development and design team and sign off on the results.
- The core library of works is in place, so the platform runs steadily and I add new works gradually.
- I select quotes and check them against the original sources.
- I write annotations and biographical notes.
- A content plan two months ahead.
- A “Quote of the day” series in one consistent brand style.
- Themed selections about authors, works, characters and Ukrainian mythology.

Skills

- Product management: product vision, priorities, planning
- Project management: tasks for the team, acceptance, deadlines
- Concepts and programmes for cultural projects
- Organising events, lectures and book presentations
- Coordinating teams, speakers, authors and media
- Member surveys and developing a project on their results
- Approvals, revisions and deadlines
- Public speaking and moderation
- Content plans, copywriting, Canva, Instagram
- Selecting quotes and checking them against the sources

Education

Kyiv National University of Culture and Arts

2014–2018

Cultural studies, bachelor's degree

Languages

Ukrainian — fluent

English — B1

What I research

- Ukrainian cinema of the 1920s (VUFKU) and its ties to literature.
- Asian film and series: Korean dramas, Chinese series, Japanese, Filipino, Taiwanese, Thai and Indian cinema.

Riznodumtsi — A youth book club at the city library

Founder · elected president (October 2024 — February 2026) · now a mentor · Vyshneve, Kyiv region · since June 2024

Riznodumtsi means “different minds”: a club where people read, argue and really listen to each other. I designed the concept and the programme — lectures, discussions, film talks, book presentations, poetry readings, tabletop role-playing games — coordinated the speakers and members and organised every event.

- Started the annual Saturday Lecture Hall award (December 2025) and a shelf of members’ book recommendations at the library.
- Gave about four lectures myself.
- In February 2026 I deliberately did not run again, so that younger members could try themselves as leaders.
- 24 — meetings: lectures, discussions, films, poetry
- 14 — speakers — club members and invited guests
- 7 — Cashflow games with charity book gifts to the library
- 11 — Dungeons & Dragons games since the club was founded

TD-UA — Think Different

Co-founder

A family studio from Ukraine: three siblings — a sister and two brothers — one team taking shared projects from idea to launch. I am a co-founder of TD-UA.

Winged by a Dream

Exhibition · Centre of Culture and Arts · November 2017 — February 2018

A curatorial practicum: I came up with the concept, the title and the logo and negotiated with the artists. I spoke about the exhibition in the UA:Pershyi TV studio and on radio and television during the event.

Writing

Strichni — A collection of essays (in Ukrainian)

Year: 2026 · Length: 202 pages · ISBN: 978-617-8578-17-6

My books are published under the pen name Alona Mazurenko.

Slova (Words)

Printed quote book · self-published · since 2021

YABL.ua

Articles · 2019

Lectures

- VUFKU: the making of Ukrainian cinema
- Non-existent persons: the story of one hero
- The anthropology of the fairy tale

- How film and series affect people and society, how culture shapes plots and how the same stories differ from country to country.