

IRYNA

MEHERIA

Experiential Producer · Operations Lead · Business Developer



Visionary producer bridging large-scale immersive event production with high-stakes operations and business development. 7+ years delivering transformative experiences across Europe and the US — from desert installations to mountain summits.

CONTACT

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Based in Cyprus

CORE SKILLS

Large-Scale Event Production
Operations & Logistics
Team Leadership (45+ people)
Budget Management (\$2M+)
Fundraising & Procurement
Vendor & Partner Relations
Business Development
Stakeholder Communication
Crisis Management
Community Building

PRODUCTION & OPS

Notion · Airtable · Asana
Google Workspace
Adobe Photoshop · Lightroom
CapCut

BUSINESS & MARKETING

Salesforce · HubSpot · Pipedrive
Instagram · Social Media Mgmt
WordPress

LANGUAGES

English — Fluent
Ukrainian — Native
Russian — Native

EXPERIENCE

Executive Producer & Operations Lead

Burning Man — BiPolar Express & The Singularity Tree 2023 – 2026

- Led end-to-end production of two landmark experiential projects with a combined budget exceeding \$2M — BiPolar Express (art car) and The Singularity Tree (interactive installation).
- Managed and coordinated a 45-person cross-functional team across engineering, logistics, creative, procurement, and on-site operations.
- Oversaw full fundraising cycle, vendor sourcing, procurement, hiring, and complex logistics to Black Rock Desert, Nevada.
- Scaled BiPolar Express into a Top 5 largest art car on the playa in its debut year; secured collaborations with Mayan Warrior, Titanic's End, and Maxa.
- Directed live operations, safety coordination, and participant experience during high-volume events with hundreds of attendees nightly.
- Managed media, content channels, and community communications across all project phases.

Lead Producer & Event Director

Afterburn Cyprus — Regional Burning Man Event 2023 – 2024

- Produced two consecutive editions of an exclusive invite-only Burning Man regional event in a remote mountain location — growing attendance from 150 to 300 participants.
- Led a 40-person organizing team through complex mountain logistics, strict safety protocols, and Burning Man community standards.
- Oversaw full event lifecycle: site selection, vendor coordination, programming, participant communications, and on-site execution.

Senior Business Developer — EMEA

Oyster Jan 2022 – Jan 2024

- Managed executive-level relationships with VIP clients across Europe, ensuring retention, upsells, and cross-sells.
- Promoted to Senior BDR for exceeding quotas and driving new outreach strategies with measurable results.
- Organized international meetings, events, and travel logistics for key stakeholders.

EDUCATION

MA International Trade & Marketing

Kyiv National University of Economics
2019 – 2021 · Full Scholarship

MBA — Erasmus+ Exchange

Tor Vergata University, Rome
Sept – Dec 2018

BA (Hons) Business Administration

Univ. of Central Lancashire Cyprus
2016 – 2020 · First Honours

BA (Hons) International Business

Kyiv National University of Economics
2015 – 2019 · Full Scholarship

CERTIFICATIONS

Google Digital Marketing Fundamentals
(2020)

Blockchain & Cryptocurrencies — UNIC
(2020)

EXPERIENCE (CONTINUED)

Senior Business Developer

lemlist

Jan 2021 – Jan 2022

- Owned full sales cycle for UK, Germany, and Australia — lead generation through account management.
- Restructured inbound sales process for scalable qualification, increasing lead activation and conversion rate.
- Led launch of new platform version targeting marketing agencies: roadmap, outreach strategy, and metrics tracking.
- Managed VIP client relationships to enhance retention, LTV, and prevent churn.

Business Development Officer & Marketing Executive

Block.co

Jan 2020 – Jan 2021

- Redefined cross-channel outreach strategy; increased prospect engagement by 45% and quarterly revenue by 25%.
- Owned all stages of the sales funnel across UK and Cyprus markets.
- Developed and managed SMM strategy across LinkedIn, Twitter, Instagram, Telegram, and YouTube.
- Led SEO strategy, content calendar, and community campaigns driving acquisition and brand awareness.

Business Development Director

CO2 Wellness & Beauty Center

Aug 2019 – Feb 2020

- Led full GTM strategy, marketing execution, and go-live operations for a new wellness center.
- Hired and onboarded a 15-person team; developed payroll and compensation structures.
- Managed communications with investors, legal, construction, and executive teams.

Junior Project Manager

UAngel

Jun – Sept 2018

- Coordinated cross-functional activities, managed timelines, and reported project status to senior management.
- Researched and engaged international VCs and startup founders to build leadership network.

Salon Manager

Frederic Moreno

May – Sept 2017

- Managed daily operations, staff performance, revenue targets, and client experience for a high-end salon.