

Kirill Vasilev

AI video producer and performance creative. Paid social, B2B medtech.

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Media producer with 11 years in social media, now running an AI video production pipeline end to end: brief, script, generation, edit, sound and the paid media behind it. At MOECK & MOECK I built a medtech brand's social from zero and produced a 15 chapter AI presenter series in 4K. Before that I led Mercedes-Benz Russia social at Publicis Groupe.

Experience

2026 to today

Remote

Freelance, vko.media AI video and paid social

- Weekly reels and AI video for two drink brands, Tornado and Fresh Bar
- Meta Ads in Kazakhstan and Belarus with creative testing: CPC under one cent, static ads converted 13x better than video
- Creative testing of hooks, angles and formats; creator briefing for UGC barter

Kling

Veo

Seedance

Meta Ads

Creative testing

Hook rate

07/2023 to today

Hamburg

MOECK & MOECK GmbH Media producer (Werkstudent, 20 h)

- Built two B2B brand accounts from zero to 1,400+ followers in 16+ countries
- Produced a 15 chapter distributor training series in 4K: AI presenter, animated product pages
- AI brand campaigns and the Wagner mascot; advent calendar with 17 partners and 100K+ organic reach
- Google Ads (Search, Shopping), Meta Ads, Merchant Center; filmed surgeries, clinic openings, congresses

HeyGen

ElevenLabs

Premiere Pro

Google Ads

B2B medtech

2021 to 2022

Moscow

Publicis Groupe Russia Senior social media manager

- Led Mercedes-Benz Russia social with a team of eight: +168% subscribers, +3.7% engagement rate
- AMG SL world premiere: 214K views, included in Daimler's global case
- Worked on the brand's response to an 8M follower blogger's attack; wrote the social playbook for 47+ dealers
- INFINITI: 17 shoots in nine months. Herbalife: 4 accounts, 2.4M followers, +586% subscribers

Mercedes-Benz

INFINITI

Herbalife

Crisis PR

2018 to 2021

Moscow

Delimobil Social media client specialist

- Raised the App Store rating from 3.0 to 4.5 through reputation work for an 18K car fleet

2015 to 2019

Moscow

VVP Group, INOI Social media manager

- Grew social from zero to 50K followers on \$200 a month; influencer posts with up to 1M views

Education

B.Sc. International Business Administration Leuphana, 2022 to 2025

- GPA 1.7. Thesis 1.0: AI trust in veterinary chat services, preregistered experiment, N = 414

B.Sc. Oil and Gas Engineering Gubkin University, 2016 to 2020

Languages

Russian
Native
English
Fluent, C1
German
B1–B2, working proficiency

Stack

AI
Kling, Veo, Seedance, Nano Banana, Magnific, ElevenLabs, HeyGen, Claude Code, ChatGPT
Production
Premiere Pro, After Effects, motion design, colour grading, Photoshop, Lightroom, CapCut, Figma; Fujifilm photo
Paid and data
Meta Ads Manager, Google Ads, LinkedIn Ads, TikTok Ads, GA4; CTR, CPC, hook rate, A/B tests
Code
HTML, CSS, JavaScript, Python, R