

## Maryna Yasynska

Washington, DC

Authorized to work in the U.S. • No Visa Sponsorship Required

### PROFESSIONAL SUMMARY

Legal Journalist with over 10 years of experience in legal reporting, legal analysis, legal research, covering trials, leading teams and overseeing legal industry projects.

### KEY SKILLS

#### Legal

- Legal Reporting
- Legal Research
- Legal Analysis
- Court Monitoring
- Reporting from Industry Events

#### Communication

- Proficient in English, Ukrainian, and Russian
- Project Management
- Stakeholder Reporting
- Translating
- Distilling Complex Legal Information into Accessible Reports
- Professional Networking

### Public Relations Communications Specialist

02/17/2022 - 08/30/2022

#### VB PARTNERS Law Firm, Kyiv, Ukraine

*Specialized in white-collar crime and large disputes at a Ukrainian boutique law firm recognized internationally (Best Lawyers, Legal 500, Chambers Europe, Who is Who Legal, etc).*

- Developed strategic public relations plans based on data analysis, provided legal research and analyzed court decisions for press releases and articles on legal topics, managed social network presence, improved company and stakeholders brands, especially for international audiences which increased by 20% and organized public activities through communication with senior management.
- Developed a database to track networks of Russian lawyers, including affiliation, areas of expertise and custom metrics.
- Implemented targeted outreach and communication strategies towards influential Russian lawyers, utilizing data to highlight the impact of war crimes committed against Ukraine and promote awareness and accountability.

### Head of Research

02/14/2020 - 09/03/2021

#### The Yurydychna Praktyka Publishing, Kyiv, Ukraine

*The oldest and largest legal media company in Ukraine, hosted industry events and conducted extensive legal market research for example, the Handbook for Foreign Clients.*

- Enhanced Pravo.ua's search engine visibility and rankings through keyword research and on-page SEO techniques, and enhancing site structure and navigation in collaboration with the web development team. Achieved a 600% increase in website traffic and expanded the Facebook audience by 400% in one year.
- Launched new social media channels, increasing website referral traffic by 20%.
- Coordinated online marketing campaigns, increasing product sales by 20% in 3 months.
- Reported from industry events, covered educational sessions, and represented speakers' expertise to the audience through the website.
- Filed in-depth daily legal news stories focusing on major court cases and legislative changes.
- Regularly pitched independently sourced content for the newspaper. Developed an innovative article format that contextualizes important court decisions within the framework of international practices and contrasts them with the previous positions of domestic courts.

### Editor-in-Chief, Senior Legal Analyst

10/23/2012 - 02/10/2020

#### LIGA ZAKON, Kyiv, Ukraine

*Ukrainian IT-product company, developer of information and analytical products with strong competence in big data.*

- Designed and implemented the Verdictum database of court decisions allowing legal professionals to streamline research processes and enhance productivity.

- Created a brand development strategy, provided data analysis and legal research, and built a marketing strategy for increasing product sales by 30%.
- Relunched the company website, resulting in a 200% annual increase in audience growth.
- Designed a new interface for the legal databases, increasing sales by 25%.
- Improved customer loyalty by 40% by providing actionable insights and recommendations using research concepts and analytical methods to address lawyer needs.

**Lawyer**

**07/25/2011 - 10/01/2012**

**InvestConsult, Kyiv, Ukraine**

- Conducted legal research, drafted and revised contracts per Ukrainian legislation, and consulted across various domestic legal fields, and represented clients in national courts more in 100 cases with 95% positive results.

**ADDITIONAL WORK EXPERIENCE**

**ILTACON 2023/2024 Planning Committee - Session Coordinator**

**11/03/2023 - present**

**International Legal Technology Association (ILTA)**

- **Developing Educational Programs:** Developing and customizing educational sessions within ILTA's framework, targeting specific audience groups and focus areas.
- **Coordinating and Curating Content:** Leading the generation and review of ideas for educational sessions, including planning learning objectives, session formats, and speaker profiles; recruiting and managing speakers and facilitators.
- **Facilitating and Supporting Sessions:** Introducing and monitoring sessions, ensuring smooth execution, and providing comprehensive support to team members in session development.

**Court Monitor and Data Entry**

**09/01/2023 - present**

**Court Watch Montgomery**

*Organization that advocates for ongoing systemic change for domestic violence survivors through 3-step court monitoring program*

- Monitoring court hearings and collecting data on domestic violence cases.
- Entering court data into a database.

**EDUCATION**

**Master of Science in Law, 2011**

**The Kyiv National Economic University, Kyiv, Ukraine**

*Ranked as one of the top two universities in fields of economic, law, and finance.*

**Bachelor of Science in Psychology, 2011**

**National Pedagogical Dragomanov University, Kyiv, Ukraine**

*Ukraine's oldest pedagogical university, known for its high-quality teaching and psychology programs.*

**PROFESSIONAL DEVELOPMENT**

Member of International Legal Technology Association, 2023

An Introduction to American Law via Coursera, 2023

Data Analytics Practitioner via Montgomery College, 2023

Data Analytics Practitioner - Introduction via Montgomery College, 2023

**AWARDS**

- "Best Legal Journalist" award by the LIGA ZAKON (Ukrainian IT company), 2019
- "Best Ukrainian Legal Media" by the Bar Association of Ukraine while serving as Editor-in-Chief of JURLIGA Media, 2018