

Dr. Viktoriia S. Kennet

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EDUCATION

- **Ph.D., Communication**, University of Maryland, College Park, Maryland, USA (2025)
- **M.A., Media Arts & Studies**, Ohio University, Athens, Ohio, USA (2020)
- **M.A., B.A., Folklore Studies, Ukrainian Language and Literature, English Language**, Taras Shevchenko National University of Kyiv, Kyiv, Ukraine (2016, 2014)

ACADEMIC APPOINTMENTS

North Central College, Department of Communication, Naperville, Illinois, USA

- **Senior Lecturer** (2026–present): COMM 250 (Introduction to Public Relations); COMM 110 (Introduction to Public Speaking); COMM 280 (Business and Professional Communication)

University of Maryland, Department of Communication, College Park, Maryland, USA

- **Instructor of Record** (2021–2025): COMM353 (New Media Writing for Public Relations) & COMM107 (Oral Communication: Principles and Practices) [333 students total]
- **Graduate Assistant** (2024–2025): Supported online research system administration and helped develop the New Graduate Student Handbook.
- **Student Facilitator** (2024–2025): HIST325K (Borders and Memory at War)

ADDITIONAL PROFESSIONAL EXPERIENCE

- **Digital Communication Manager**, The Raphael Lemkin Society, remote (2025–present)
- **Short-Term Consultant**, The World Bank, Sustainability and Infrastructure project, remote (2025)
- **Communication Manager**, OpenArchive, remote (2020–2023)
- **Senior Digital Lead**, One Philosophy (Clients: Canadian Embassy to Ukraine and World Bank), Ukraine (2021)
- **Copywriter and Translator**, UNICEF Ukraine, remote (2020–2021)
- **Specialist in Communication and Marketing**, BASICS project, Internews USA, remote (2020)
- **Head of Communication**, Anti-Corruption Action Center, Ukraine (2018–2019)
- **Adviser to the Acting Minister**, Ministry of Health of Ukraine (2016–2017)
- **Media Coordinator**, Patriot Defence, Ukraine (2015–2016)

AWARDS, FELLOWSHIPS, SCHOLARSHIPS, AND GRANTS

- **Dissertation Research Grant**, ASEES (2024)
- **Fulbright Graduate Student Award**, U.S. Department of State (2019)
- **Top Student Paper**, AEJMC History Division (2023)
- **Misti Yang Impact Award**, University of Maryland (2025)
- **ARHU Summer Fellowship**, University of Maryland (2023, 2024)
- **International Peace Scholarship**, P.E.O. International (2023, 2024)
- **ARHU Graduate Student Travel Award**, University of Maryland (2023, 2025; awarded twice in 2023)
- **International Conference Student Support Award**, University of Maryland (2023, 2024)
- **Jacob K. Goldhaber Travel Grant**, University of Maryland (2023, 2024)
- **Ukraine on Campus Travel Stipend**, Razom for Ukraine (2023, 2024, 2025; awarded twice in 2025)
- **Roberta Ma Scholarship**, University System of Maryland Foundation (2022)

DISSERTATION

- **Savchuk Kennet, V.** (2025). *Ukraine's wartime nation branding: A relationship management theory in context* (Doctoral dissertation, University of Maryland). <https://doi.org/10.13016/av4p-poep>.
Chair: Dr. Ganga S. Dhanesh

PEER-REVIEWED PUBLICATIONS AND BOOK CHAPTERS

- **Savchuk Kennet, V.** (2026). Relational nation branding: Extending relationship management theory to Ukraine's wartime context. *Global Perspectives in Communication*, 1(3). <https://doi.org/10.1093/gpcomm/wpago10>
- **Savchuk, V.**, Sytnyk, A., & Bihus, D. (2020). Ukraine: Process of building anti-corruption institutions. In P. Arizti, D. J. Boyce, N. Manuilova, C. Sabatino, R. Senderowitsch, & E. Vila (Eds.), *Building effective, accountable, and inclusive institutions in Europe and Central Asia: Lessons from the region* (pp. 122–124). World Bank Group. <https://hdl.handle.net/10986/34031>
- **Savchuk, V.** (2014). National specificity of Polish folktales. *Literature. Folklore. Problems of Poetics*, 3–4(17), 314–317.
- **Savchuk, V.** (2014). Image modification of female archetypes in Ukrainian and Norwegian fairy tales. *Mythology and Folklore*, 3–4(17), 98–102.

MANUSCRIPTS IN PROGRESS

- **Savchuk Kennet, V.** *Multi-tiered segmentation in decentralized wartime nation branding*. Under review at *Public Relations Review*.
- **Savchuk Kennet, V.** *Strategic narrative building as a relationship cultivation strategy in Ukraine's wartime nation branding*. Under review at *Place Branding and Public Diplomacy*.
- **Savchuk Kennet, V.** *Transformative Nation Branding: Lessons from Ukraine's Wartime Communication*. Manuscript in preparation.

PUBLIC SCHOLARSHIP

- **Savchuk Kennet, V.** (2026, August 5). "Swag": A Crystal from Mariupol. Cultural Freedom Project — Penn Cultural Heritage Center. Substack. <https://culturalfreedomproject.substack.com/p/swag-a-crystal-from-mariupol>
- **Savchuk Kennet, V.** (2026, July 22). *Ukraine's Fight to Recognize the Cultural Dimension of Genocide*. Cultural Freedom Project — Penn Cultural Heritage Center. Substack. <https://culturalfreedomproject.substack.com/p/ukraines-fight-to-recognize-the-cultural>
- **Savchuk Kennet, V.** (2026, July 10). *Mariupol's digital museum: The preservation of home*. Narisy — Index: Institute for Documentation and Exchange. <https://www.index-ukraine.org/uk/essays/mariupols-digital-museum-preservation-home>
- **Savchuk Kennet, V.** (2026, May 20). *Ukraine and the legal scholar who coined the term for the world's darkest crime*. Cultural Freedom Project — Penn Cultural Heritage Center. Substack. <https://culturalfreedomproject.substack.com/p/ukraine-and-the-legal-scholar-who>
- **Savchuk Kennet, V.** (2026, February 10). *The war against books*. Cultural Freedom Project — Penn Cultural Heritage Center. Substack. <https://culturalfreedomproject.substack.com/p/the-war-against-books>
- **Savchuk Kennet, V.** (2025, December 2). *Mariupol museum preserves culture in exile with support from the Raphael Lemkin Society*. Cultural Freedom Project — Penn Cultural Heritage Center. Substack. <https://culturalfreedomproject.substack.com/p/mariupol-museum-preserves-culture>
- **Savchuk Kennet, V.** (2025, October 28). *The Raphael Lemkin Society: Preserving Ukraine's soul in times of war*. Cultural Freedom Project — Penn Cultural Heritage Center. Substack. <https://culturalfreedomproject.substack.com/p/the-raphael-lemkin-society-preserving>

CONFERENCE PRESENTATIONS

- **Savchuk Kennet, V.** (2025, November). *Media as Resistance: Strategic Narratives on Digital Multimedia Platforms in Wartime Ukraine* [Paper presentation]. Annual Convention of the Association for Slavic, East European, and Eurasian Studies, Washington, DC, USA.
- **Savchuk, V.** (2025, May). *Shift in the national mentality of Ukrainians during the Russian war against Ukraine* [Discussant]. Annual World Convention of the Association for the Study of Nationalities, New York City, NY, USA.
- **Savchuk, V.** (2024, November). *Ukraine's nation branding amidst Russian propaganda and disinformation* [Paper presentation]. Annual Convention of the Association for Slavic, East European, and Eurasian Studies, Boston, MA, USA.
- Browne, V. A., Kennet, A. M., Naumovska, N., & **Savchuk, V.** (2024, November). *Recovery, liberation, and deoccupation in Ukraine: Navigating challenges and embracing opportunities* [Roundtable]

presentation]. Annual Convention of the Association for Slavic, East European, and Eurasian Studies, Boston, MA, USA. **[Organizer]**

- **Savchuk, V.** (2024, July). *Ukraine's nation branding during wartime: Relationship cultivation strategies used by Ukraine's president's Telegram channel* [Paper presentation]. International Public Relations Research Symposium BledCom, Bled, Slovenia.
- **Savchuk, V.** (2023, December). *Ukraine's strategic digital communication during Russia's full-scale invasion* [Paper presentation]. Annual Convention of the Association for Slavic, East European, and Eurasian Studies, Philadelphia, PA, USA.
- Mahoney, G. E., Ruiz, S., **Savchuk, V.**, & Shchepetylnykova, I. (2023, December). *Graduate student perspectives on research in Ukraine* [Roundtable presentation]. Annual Convention of the Association for Slavic, East European, and Eurasian Studies, Philadelphia, PA, USA.
- **Savchuk, V.** (2023, November). *Motivations of participants in the U.S. to protest Russia's invasion of Ukraine* [Research-in-progress roundtable presentation]. Annual Conference of the National Communication Association, National Harbor, MD, USA.
- **Savchuk, V.** (2023, November). *Ukraine's anti-colonial struggle: Analysis of Zelenskyy's 2022 Independence Day address* [Paper presentation]. Annual Conference of the National Communication Association, National Harbor, MD, USA.
- **Savchuk, V.** (2023, August). *Walter Duranty, The New York Times, Pulitzer Prize, and the 1932–33 Holodomor in Ukraine* [Paper presentation]. Annual Conference of the Association for Education in Journalism and Mass Communication, Washington, DC, USA. **[Top Student Paper Award]**
- **Savchuk, V.** (2023, May). *Analysis of Ukraine's digital diplomacy strategies on Crimea de-occupation* [Paper presentation]. Annual Conference of the International Communication Association, Toronto, ON, Canada.
- **Savchuk, V.** (2019, June). *Ukraine: Process on building anti-corruption institutions* [Conference presentation]. Panel: Drivers and Enablers of Policy Effectiveness, Europe and Central Asia Governance Conference, Ankara, Turkey.

INVITED TALKS AND KEYNOTES

- **Savchuk Kennet, V.** (2025, October). *Strategy and trends in social media: Lessons for cultural institutions*. Presented at *Culture and Security: Institutional Networking*, Kyiv Region, Ukraine.
- **Savchuk, V.** (2023, December). *Presidential plenary: Decolonization in practice* [Conference presentation]. Annual Convention of the Association for Slavic, East European, and Eurasian Studies, Philadelphia, PA, USA.

CERTIFICATIONS

- **The Field Guide to Human-Centered Design**, Canva and IDEO.org, 2026
- **Essential Business Communication Skills**, LinkedIn Learning, 2026
- **Google Analytics 4 Training**, Google Skillshop, 2026
- **Marketing Communication**, Projector Institute, 2019
- **Citizen Journalism Course**, Ukrainska Pravda, 2015

ACADEMIC AND PROFESSIONAL SERVICE

- **Fulbright Reviewer**, Institute of International Education (2025, 2026)
- **Peer Reviewer**, National Communication Association Annual Conference (2026)
- **Peer Reviewer**, International Communication Association Annual Conference (2024)
- **Peer Mentor**, Department of Communication, University of Maryland (2024)

COMMUNITY ENGAGEMENT

- **Volunteer Designer and Editor**, Preschool Institution No. 24, Lutsk, Ukraine (2021–present)
- **Volunteer**, Nourishing Hope, Chicago, IL (2026)
- **Communication Volunteer**, United Help Ukraine (2022)
- **Communication Volunteer**, Razom for Ukraine (2020)