



Sophya Balakina

Senior PR consultant

Before being invited to join the agency, Sophya was the editor-in-chief of “National Interest”, information and analysis magazine, and the reporter for “Exclusive”, Kyrgyz analytical publication. Prior to that she served as the editor of the weekly newswire published by Central Asia Newswire company. Sophya has a unique reporting and editing experience and deep understanding of the information flow formation. Her professional qualities drew the attention of mass media beyond Kyrgyzstan. Sophya worked as a string correspondent in Central Asia for “Rossiyskaya Gazeta” newspaper and provided coverage of the main events in the region; she was in the forefront of relaying exclusive political and economic information. Her producing skills were honed during cooperation with camera crews of such TV channels as “NTV”, “Zvezda” (Russia) and “Al-Jazeera” (Kuwait). Apart from that she gained invaluable PR experience through her cooperation with “Eastpoint”, the full-service advertising agency in Kazakhstan. Sophya holds a Master’s degree in mass media management and PR from the Kazakhstan Institute of Management, Economics and Strategic research. She also graduated from the Kyrgyz-Russian Slavic University with a degree in International Journalism.

To me, my profession is...

Creative work

Career highlights

Working as a correspondent for a TV station, a journalist for analytical publications, a producer of TV films and PR specialist for various companies

I chose Flexi Communications

Here I have an opportunity to show my worth professionally and do something meaningful for others

I am proud of

The fact that, in spite of being a non-athletic person, I was not afraid to do a parachute jump and a mini-climb

What matters to me is

Being in love with live and people around you

Apart from work I am interested in

Spending free time outdoors

I also can

Outtalk my partner in conversation

I want to learn

Take a course in directing in order to be able to shoot a real independent film