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Anastasiya holds an Executive MSc in Behavioral Science from the London School of Economics, PhD in Pedagogical Sciences, and a MA in Law and Legal Journalism. In addition, Anastasiya has completed courses at the University of Oxford, Harvard University, PR Academy and University of Northern Colorado. Her research interests are focused on how communications tools and behaviour insights can contribute to social change and reforms.

As a communications practitioner with over 15 years' experience Anastasiya has implemented more than 25 campaigns to promote state reforms, education, culture and creative industries, human rights, gender equality, justice and security, civil society, public health for the EU, UNDP, UNICEF, the Council of Europe, the British Council, NGOs and governments in Asia, Africa, Europe and the Balkans.

Anastasiya is author of the online courses and manuals on communications. Anastasiya has previously worked in a visiting lecturer capacity at the University of Tartu, Jagiellonian University, Vilnius Gediminas Technical University.

Anastasiya is a founder of the social marketing platform <http://practicum.space/> and co-founder of the teaching and learning resource <http://gohigher.org/>