

Ms. Sophia Kharkova is the PR Director of the charity foundation “House with the Lighthouse” (Doms Mayakom), which is a children’s hospice. Ms. Kharkova’s responsibilities include development and implementation of the foundation’s communication strategy and media relations. She formulates the PR strategy for development, manages the PR and social media marketing departments, initiates fundraising publications about the fund, and negotiates coverage of the fund’s events in the media and with bloggers.