

SASHA KYRIENKO

Film & TV Director · Creative Producer · Screenwriter

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PROFESSIONAL PROFILE

Award-winning Ukrainian film and television director, creative producer, and screenwriter with 25+ years of experience across feature films, drama series, and documentary filmmaking. Founder of PROPAGANDA HOUSE production studio (est. 2000). Directed 30+ TV series and feature films for Ukraine's major broadcasters (1+1, ICTV, TRC Ukraine, STB, 2+2) and international streaming platforms (Netflix UA, KION, MEGOGO). Ukraine's official Oscar submission 2009; Golden Remy Award, Houston Film Festival 2009. Experienced showrunner and creative producer on long-running multi-season dramas. Director of 150+ commercials and music videos.

AWARDS & RECOGNITION

- ▶ **Ukraine's Official Oscar Submission 2009** — "Illusion of Fear" (Best Foreign Language Film)
- ▶ **Golden Remy Award — Best Foreign Film** — 42nd Houston International Film Festival, USA, 2009
- ▶ **Best Actor Award (Alexander Baluev)** — "INDI", Yalta Film Festival, 2007 (Ukrainian box office leader)
- ▶ **Best Actor Award (Alexander Lymarev)** — "Orange Sky", Yalta Film Festival, 2006

CORE SKILLS

DIRECTING

- TV Series Direction
- Feature Film Direction
- Documentary Direction
- Live Broadcast Direction
- Cast & Talent Direction
- Visual Storytelling

PRODUCING

- Creative Producing
- Showrunning
- Executive Producing
- Format Adaptation
- Streaming Delivery (Netflix)
- Studio Management

WRITING

- Screenwriting (TV & Film)
- Series Bible Development
- Co-Writing & Story Editing
- Format Adaptation
- Multi-genre Scripting
- Drama / Detective / Comedy

PROFESSIONAL EXPERIENCE

Founder, Director & Creative Producer | Propaganda House Production Studio

2000 — Present · Kyiv, Ukraine

Independent production studio specialising in drama series, feature films, commercials, and documentaries.

- ▶ Directed 30+ TV series and feature films for Ukraine's top broadcasters: 1+1, ICTV, TRC Ukraine, STB, 2+2, Netflix UA, KION, MEGOGO.
- ▶ Served as Creative Producer & Showrunner on multi-season drama series, overseeing launch episodes and maintaining creative vision across full runs.
- ▶ Directed 150+ commercials and music videos for major Ukrainian and international brands.

- ▶ Co-wrote screenplays for 15+ feature films and TV movies; adapted international formats (Danish 'Killing 3', Israeli 'Sirens').
- ▶ Managed large creative teams across development, production, and post-production.

Chief Director / Head of Programmes | IMC Internews · Studio 1+1 · New Channel · ICTV

1996 — 2000 · Kyiv, Ukraine

- ▶ Chief director of flagship programmes: 'Breakfast with 1+1', 'Rise', 'UM', 'Live Sound'.
- ▶ Directed live broadcasts of major music festivals: Chervona Ruta 1998 & 1999.
- ▶ Directed live New Year's Eve broadcast 2001 on New Channel.

SELECTED FILMOGRAPHY — FEATURE FILMS & SERIES (2020–2026)

PETRYK PYATOCHKIN	Feature film, children's adventure fantasy · In production 2026	
CORPORATE PARTY	Feature film, comedy · Premiere January 2026	▶ Watch
GUARDIANS OF CHRISTMAS	Feature film, fairy tale, comedy · November 2025	▶ Watch
LITTLE CHICK	4 episodes, melodrama · STB 2025	▶ Watch
ATP CARRIERS	16 eps, detective melodrama road movie · Creative Producer & Chief Director · ICTV 2025	▶ Watch
DEVIL'S PAN	4 episodes, comedy detective · 2+2, January 2025	▶ Watch
DOCTOR BY VOCATION	16 episodes, drama · 1+1 / Netflix UA 2024	▶ Watch
AUTOPSY WILL SHOW-3	18 eps, detective melodrama · Creative Producer & Chief Director · ICTV 2023	▶ Watch
THE CALL OF LOVE	4 episodes, melodrama · DOM 2023	▶ Watch
THEORY OF EVIL	8 episodes, detective / melodrama / mysticism · TRC Ukraine 2021	▶ Watch
CLINIC OF HAPPINESS	8 episodes, dramedy · KION 2021	▶ Watch

Selected Filmography — 2015–2019

ON YOUR SIDE	24 eps, detective melodrama · Creative Producer & Chief Director · TRC Ukraine 2019	▶ Watch
CRIME 2	12 episodes, adaptation of Danish format 'Killing 3' · 2019	▶ Watch
MERMAIDS	16 episodes, detective / drama / mystery · Adaptation of Israeli series 'Sirens' · 2018	▶ Watch
BEST DETECTIVE	Pilot, historical comedy detective · ICTV 2019	▶ Watch
SNOW AND ASHES	4 episodes, military detective · 2015	▶ Watch
TWO LIVES	12 episodes, detective drama · 2017	

Feature Films — 2006–2016

ILLUSION OF FEAR	Thriller / historical drama · Co-writer & Executive Producer · Oscar submission 2009	▶ Watch
INDI	Drama · Co-screenwriter · Ukrainian box office leader 2007	▶ Watch
ORANGE SKY	Melodrama · Film debut · Co-writer & Executive Producer · 2006	▶ Watch
IVANOVs	Motion picture, drama · 2016	▶ Watch

Documentary Projects — 2022–2024

THE FEAT OF BEING HUMAN	6-episode documentary series	▶ Watch
ON THE WINGS	Documentary · 2024	▶ Watch

INTERNATIONAL FRONT

Documentary · MEGOGO 2023

 [Watch](#)

SAVE THE HORSY

Documentary · 2023

 [Watch](#)

WOMEN-GUARDIANS AT WAR

Documentary series · 2022

 [Watch](#)

PROTECTED BY UKRAINE

Documentary · 2022

 [Watch](#)

EDUCATION

Master's Degree in Film Directing (Honours)

Kyiv National I.K. Karpenko-Karyi University of Theatre, Cinema and Television

Specialisation: Film Directing / Video Film Direction · Graduated with Honours

- *First student in the Institute's history to present a thesis in the form of commercial films.*

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