

VIKTORIIA BORSHCHOVA

GRAPHIC DESIGNER, EMAIL MARKETING DESIGNER



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AB, T4B 0M9

PROFILE

With a strong background in customer-focused sales, marketing and a passion for graphic design, I bring both creativity and strategic thinking to my work. I have hands-on experience creating visual content for digital platforms, including designing and managing online storefronts and developing email marketing campaigns. I am dedicated to producing designs that are both visually appealing and aligned with audience engagement goals.

SKILLS

SOFT SKILLS

Communication skills, presentation skills, problem-solving, open-minded approach, adaptive work ethics, empathy, time management

SOFTWARE

Microsoft Outlook, Klaviyo, Figma Tool, Adobe CS, Shopify, Wix Website Builder, Monday app

EXPERIENCE

CONTENT MARKETING COORDINATOR/SALES

Underground Clothing GB LTD, Rocky View

01/2023 - Present

- Design email marketing campaigns using the Klaviyo platform
- Support daily operations at POS activities
- Design and order in-store banners, including large display banners
- Produce high-quality multimedia content including images, videos, and infographics for Social Media
- Handle online orders and phone calls
- Work in partnership with Store Manager, Owners, and other team members to generate sales

Shopify, Adobe Photoshop, Canva, Klaviyo Platform, Microsoft Outlook

REAL ESTATE PHOTOGRAPHER

QuikSell Real Estate Photography, Calgary

07/2023 - 03/2024

- Take photos and videos of interiors and exteriors of properties in order to promote them for sale or rent
- Operation of the Matterport Pro2 Virtual Tour Scanner, Drone, DJI Stabilizer
- Take measurements of properties (RMS)

OpenPhone, Monday App, Drop Box

RECEPTIONIST & GUEST RELATION SPECIALIST

Don Prestige Residence, Poznań city, Poland

11/2019 - 08/2022

- Manage online and phone reservations
- Handle guest complaints
- Inform customers about payment methods and verify their credit card data
- Manage the booking system for future reservations

Booking, Expedia, HRS, Fidelio Software, Microsoft Outlook

EDUCATION

GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE PROGRAM

2023 - Present

THE UNIVERSITY OF COMMERCE AND SERVICES

MA in Crisis Management in Public Administration

2016 - 2018

BUKOVINIAN STATE FINANCIAL ACADEMY

Bachelor's Degree in Business

2011 - 2015

CERTIFICATION

FOUNDATIONS OF USER EXPERIENCE (UX) DESIGN.

2023

[Google UX Design Professional Certificate program](#)

Credential ID: UEYGTFYQFQ7C

START THE UX DESIGN PROCESS: EMPATHIZE, DEFINE, AND IDEATE.

2023

[Google UX Design Professional Certificate program](#)

Credential ID: TF7ZRKCLLAK2

FUNDAMENTALS OF DIGITAL MARKETING CERTIFICATION

2022

[Google Digital Garage](#)

Credential ID: 7Mg WA6 D4g

INTERNATIONAL RELATIONS COORDINATOR/ DEAN'S OFFICE ASSISTANT

The University of Commerce and Services (WSHIU), Poznan city, Poland
03/2016 - 05/2017

- Encourage cooperation between higher education institutions that have Erasmus University Charter and The University of Commerce and Services
- Organization of foreign professional student internships and studies
- Preparation of materials and information, necessary for making decision by the Dean
- Maintenance of the Dean's office system database

Word, Excel, PowerPoint