


VIKTORIIA BORSHCHOVA

DIGITAL MARKETING SPECIALIST

 +1 (587) 224-6607

 vikborsh@gmail.com

 2370 -Bayside Rd SW, Airdrie,
AB, T4B 0M9

 art-work-studio.com

PROFILE

Detail-oriented Marketing Content Coordinator proficient in content creation, social media strategy, and design for graphics and emails, with strong project management skills to handle multiple tasks and meet deadlines. A team player dedicated to contributing to the success of marketing campaigns.

SKILLS

DESIGN

Graphic design, email design, wireframe creation, prototyping, usability testing, interaction design, application development

SOFTWARE

Klaviyo, Figma Tool, Adobe CS (Lightroom, Photoshop, Illustrator - beginner), Wix Website Builder, Slack app, Monday app

SOFT SKILLS

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

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

EXPERIENCE

CONTENT MARKETING COORDINATOR

Underground Clothing GB LTD, Rocky View

01/2023 - Present

- Produced high-quality multimedia content including images, videos, and infographics for Social Media and Google Ads
- Design email marketing campaigns using the Klaviyo platform
- Work closely with other departments to ensure that content aligns with overall business objectives

Adobe Photoshop, Canva, Klaviyo Platform

REAL ESTATE PHOTOGRAPHER

QuikSell Real Estate Photography Calgary

07/2023 - Present

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

OpenPhone, Monday App, Drop Box

UX/UI INTERN

Devinnox, Calgary

11/2023 - 02/2024

- Developed visual design concept of the mobile and desktop applications for the waste management company
- Created wireframes and mockups to illustrate user interface designs
- Worked collaboratively with members of the team

Figma Tool, Adobe Photoshop

CONTENT SPECIALIST

Citrus Cleaning Inc., Calgary

09/2022 - 01/2023

- Created videos and graphics with the tone and style of the company
- Published posts according to the established social media content calendar

Adobe Illustrator, Canva

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

ENGLISH SECOND LANGUAGE TUTOR ONLINE

YiYi English, Remote

07/2019 - 11/2022

- Delivered teaching materials prepared by the company
- Prepared additional teaching materials
- Tailored teaching style in accordance with students' needs
- Remained up-to-date with our learning software

INTERNATIONAL RELATIONS COORDINATOR/ DEAN'S OFFICE

The University of Commerce and Services (WSHIU), Poznan, Poland

03/2016 - 05/2017

- Encouraged 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

Digital Portfolio:

<https://www.art-work-studio.com>

 <https://www.behance.net/vikiborshchova>

 <https://www.linkedin.com/in/viktoria-borshchova/>

COVER LETTER

DIGITAL MARKETING SPECIALIST

20/04/2023

Viktoriiia Borshchova

2370 - Bayside Rd SW

Airdrie, AB T4B 0M9

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Dear Sir/ Madam,

With a proven background in content creation and photography, coupled with a deep passion for digital marketing, I am eager to contribute my skills and expertise to your dynamic team.

In my current role as a Marketing Content Coordinator, I have successfully developed and implemented engaging content strategies across various digital platforms. My experience in content creation has equipped me with a keen eye for visual aesthetics and a strong understanding of how to effectively communicate brand messages through imagery. Additionally, my background in photography has allowed me to capture compelling visuals that enhance marketing campaigns and drive engagement. I have a strong portfolio of work that showcases my ability to create visually stunning content that resonates with audiences.

I am eager to bring my unique blend of skills and experiences to the Company and collaborate with the Team to drive digital marketing success. Thank you for considering my application. Thank you for your time and consideration.

Sincerely,

Viktoriiia Borshchova