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# OLESIA LYTVYN

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## Summary of Qualifications

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- Completed Post-Secondary Degree in Media Communications.
  - Over 4 years of experience in Social Media, Communications, Marketing, Event Planning and Business Administration in the fast-paced environment.
  - Extensive experience in Graphic Design, Photography and Video Editing, Event Planning, Web Design.
  - Strong written and communications skills including proofreading, editing, attention to details.
  - Design skills in Adobe Creative Clouds, Microsoft Office and Canva.
  - Experienced with Meltwater and MailChimp.
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## Technical and Creative Skills

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- **Adobe Creative Cloud:** Photoshop, Illustrator, InDesign, Premier Pro, Lightroom, XD, Audition
  - WordPress, HTML, CSS
  - Animation Design
  - Microsoft Office
  - Canva
  - Meltwater, MailChimp
  - Later
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## Work Experience

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### Social Media Marketing Specialist

November 2023 – February 2024

Canadian Association of Medical Aesthetics (CAMA)

Toronto, Canada

- Executed content calendars under the guidance of the Social Media Manager.
- Created engaging content for Therapeutic Aesthetics and CAMA social medias - encompassing graphic design, photography, videography, and video editing.
- Developed compelling ad content and added captions to enhance video impact.
- Produced daily content incorporating graphic design, video editing, and copywriting.
- Scheduled and managed content on Later for all accounts, ensuring timely delivery.
- Sent out Newsletters using Mailchimp.
- Communicated with Influencers, created social strategies.

### Marketing and Communications Intern

April 2023 – October 2023

OECM

Toronto, Canada

- Assisted in the preparation and execution of various summits and conferences, ensuring seamless logistical arrangements, attendee registration, and overall event coordination.
- Collaborated with cross-functional teams to produce high-quality event materials, including agendas, presentations, and handouts, to support the success of each event.
- Coordinated with vendors and suppliers to secure necessary equipment, catering, and accommodations for events, effectively managing budgets and expenses.
- Designed visually engaging banners and brochures for the company's website, adhering to brand guidelines and creating compelling marketing materials.
- Created social media posts for company's LinkedIn.
- Contributed to company's monthly connection newsletter.

**Server**  
REDS

February 2022 – March 2023  
Toronto, Canada

- Greeted and seated guests with a warm and friendly demeanor, creating a welcoming atmosphere from the moment they entered the restaurant.
- Demonstrated expertise in wine selection, successfully upselling and pairing wines to complement guests' food choices.
- Actively engaged with guests during their dining experience, addressing any concerns or special requests promptly and professionally.
- Assisted in training new servers, providing guidance on service standards and restaurant procedures.

**Social Media Coordinator & Graphic Designer**  
SoloWay Global Education

March 2020 – December 2021  
Kyiv, Ukraine

- Creating content for the company's social media.
- Wrote and edited a broad range of SEO-rich content for digital publication, including blog posts, video scripts, website content, social media posts, and photo captions.
- Collaborate with the marketing team and clients to conceptualize, plan, and execute creative designs for digital and print media, including advertisements, brochures, social media graphics, and promotional materials.
- Develop and maintain brand identities, ensuring brand consistency across all visual communications and marketing campaigns.

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**Education and Training**

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**Post-Secondary Degree: Media Communications Program**  
Humber College, Faculty of Media and Creative Arts

09/2021 to 05/2023  
Toronto, Canada

**Bachelor Degree: International Law**  
Kyiv University of Law of the National Academy of Sciences of Ukraine

09/2021 to present  
Kyiv, Ukraine

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**Volunteer work**

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- Non-profit organization Second Front Ukraine (Toronto, Canada) 2022 - present
- Surrey Fusion Festival (Vancouver, Canada) 21 June 2018
- Ukrainian Festival in Montreal, Canada