

VIKTORIIA TERESHCHENKO

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CAREER SUMMARY

Results-driven Marketing Coordinator with a strong foundation in administration, production coordination, and digital content creation. Graduate of the Sport & Event Marketing program at George Brown College with hands-on experience managing social media, designing marketing materials, and supporting cross-functional collaboration. Brings digital design expertise using Figma, Adobe Creative Suite, and MS Office to create visually engaging and brand-consistent materials. Recognized for strong organizational, analytical, and problem-solving skills in fast-paced environments. Ability to quickly adapt and learn, and meet tight deadlines while working both independently and within a team

WORK EXPERIENCE

Marketing & Production Coordinator | SV Signs, Toronto 2024 – Present

- Supported brand visibility and client acquisition by **planning and executing community events attended by 150+ guests**, coordinating vendors, branded materials, and on-site logistics (Winter Skate & Chocolate Fest, Client Appreciation & Networking Event for real estate and business clients)
- Increased Instagram engagement by **45% in 4 months** by creating and publishing short-form video content, including reels showcasing real estate signage installations, events, and behind-the-scenes production.
- Contributed to business growth by **developing marketing materials for 20+ commercial real estate projects**, helping agents present properties more professionally and consistently.
- Increased website traffic by **67% and improved conversion rates from 15% to 40%** by supporting the redesign of the company website, including UX improvements, visual content, and mobile optimization.
- Reduced project delays by **streamlining communication between production, clients, and installers**, improving project coordination and on-time delivery.

Administrative & Client Service Coordinator | SV Signs, Toronto 2014 – 2024

- Improved project turnaround time by **20%** by coordinating daily workflow between clients, production staff, and installers, ensuring timely approvals and delivery.
- Supported **100+ client projects annually** by preparing documentation packages, tracking revisions, and maintaining accurate digital and physical records.
- Strengthened client satisfaction and retention by **serving as the primary point of contact**, resolving requests, providing project updates, and ensuring clear communication throughout production.
- Reduced production errors and delays by **reviewing and troubleshooting digital design files** prior to printing, ensuring accuracy and print readiness.
- Increased operational efficiency by **organizing and maintaining structured filing and tracking systems**, improving document accessibility and version control.
- Supported business operations through **administrative coordination including scheduling, inventory tracking, and email management**, ensuring smooth day-to-day workflow.

Marketing & Communications Assistant(Internship) | FrontStream, Toronto

2013-2014

- Supported the execution of **corporate events, conferences, and webinars**, coordinating logistics, preparing presentations, and assisting the team to ensure smooth event delivery.
- Wrote **original blog content for the company’s HubSpot platform**, contributing ideas and draft articles to support marketing campaigns and audience engagement.
- Uploaded and managed website content, including videos and marketing materials, ensuring accuracy and timely updates.
- Assisted in preparing **marketing and PR materials**, including media kits and presentations, to support communications and promotional efforts.

Risk Management Executive | PwC Russia, Moscow, Russia

2008-2012

- Risk Management Executive | PwC Russia, Moscow, Russia | Jan 2008 – Aug 2012
- Supported 50+ client engagements annually by advising advisory teams on risk management procedures, ensuring compliance with internal policies and international standards.
- Delivered training sessions and onboarding workshops for new and existing staff, improving understanding of risk procedures and strengthening team compliance.
- Coordinated cross-functional and international meetings with partners and senior stakeholders, facilitating discussions and helping resolve conflict-of-interest and compliance matters.
- Prepared analytical reports, documentation, and risk assessments to support leadership decision-making and maintain accurate project records.
- Improved operational consistency by documenting procedures and monitoring project compliance, ensuring risk management protocols were properly followed.

EDUCATION & CERTIFICATE

Postgraduate Certificate in Sport & Event Marketing | George Brown College, Toronto

2014

Creative Problem Solving & Leadership Certificate |George Brown College, Toronto

2014

Master’s Degree in International Relations | MGIMO University (Moscow State Institute of International Relations), Moscow, Russia

2006-2008

RECENT CERTIFICATE

Adobe Creative Cloud Professional | Photoshop, Illustrator, After Effect

2022

Figma Advanced | Digital Design & Content Creation

2024

CG Boost Academy | Blender & Motion Design

2025-present

PROFESSIONAL SKILLS

Technical Skills: Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Blender, MS Office

Leadership Skills: Team Collaboration; Event Planning & Execution; Client & Stakeholder Communication

Analytical Skills: Data Analysis, Problem-Solving, Workflow Optimization, Risk Assessment

Project Management Skills: Project Planning, Scheduling, Cross-Functional Coordination, Vendor & Resource Management, Marketing Campaign Execution

REFERENCES available upon request