

VIKTORIA TERESHCHENKO

Marketing Specialist | Content Production & Brand Campaigns

Toronto, ON

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PROFESSIONAL SUMMARY

Marketing professional with hands-on experience in content creation, brand promotion, and campaign coordination. Skilled in producing digital and print marketing materials, supporting promotional initiatives, and coordinating creative work with clients, vendors, and freelancers. Experienced in balancing creative execution with organization and communication to support brand visibility and client engagement.

EXPERIENCE

Marketing & Event Coordinator | SV Signs, Toronto

Nov 2024 – Present

- Plan and execute SV Signs' promotional and client engagement initiatives, including "Winter Skate & Chocolate Fest", a charity and brand awareness event attracting local families and clients with music, photo zones, and giveaways.
- Design graphics, social media content, and marketing materials for SV Signs' clients, primarily in commercial real estate, large-format signage, and corporate campaigns.
- Create promotional campaigns for SV Signs, including seasonal promotions, new service announcements, and community engagement initiatives.
- Coordinate project timelines, vendor deliverables, and on-site event logistics to ensure seamless execution.
- Produce short-form content (reels, posts) for Instagram and other channels to showcase events and campaigns.
- Collaborate with clients to develop branded marketing materials when requested, ensuring high-quality visual presentation.

Graphic Designer/ Marketing Coordinator | SV Signs, Toronto

Jan 2014 - Nov 2024

- Designed and produced marketing materials for commercial and residential clients, including large-format printing, real estate signage, vehicle wraps, and promotional materials.
- Supported client marketing campaigns by creating print and digital graphics aligned with brand guidelines.
- Assisted with event signage, trade show displays, and promotional materials for community and corporate events.
- Worked closely with installation teams to ensure accurate and high-quality production of signage.

- Contributed to internal marketing initiatives, including social media posts, newsletters, and client showcases.

Marketing & Communications Intern | FrontStream (former Artez Interactive)
Sep – Dec 2013

- Designed digital marketing assets for websites, events, webinars, and PR campaigns.
- Created visually engaging content aligned with brand guidelines and campaign goals.
- Supported A/B testing and user research to improve engagement and usability.
- Edited video and visual content for multi-platform digital distribution.

Freelance Designer & Digital Content Specialist
2014 – Present

- Provide design support for branding, marketing materials, and digital content for clients in real estate, tech, and small businesses.
- Collaborate with clients to create campaigns, social media visuals, and promotional content.
- Support event branding and marketing collateral for small-scale and corporate events.

EDUCATION

George Brown College, Toronto, Canada
Postgraduate Certificate — Sport & Event Marketing | 2013–2014
Certificate — Creative Problem-Solving & Leadership | 2014

MGIMO University (Moscow State Institute of International Relations), Moscow, Russia
Master of International Relations | 2006–2008

Kyrgyz-Russian Slavic University, Bishkek
Bachelor's Degree — Global Politics & Diplomacy | 2000–2005

KEY SKILLS

Marketing & Content

Creating digital and print marketing materials (brochures, catalogs, presentations); writing and updating basic marketing content; supporting email and newsletter campaigns; maintaining consistent brand visuals across materials.

Social Media & Digital

Creating and scheduling social media posts (Instagram, LinkedIn, Facebook); producing short videos and reels; basic support of digital campaigns; organizing content and visuals for online use.

Design & Creative Tools

Adobe Creative Suite: Illustrator, Photoshop, InDesign, After Effects; Figma (proficient); Blender (basic–intermediate); Canva; basic video editing for social and marketing use.

Events & Project Coordination

Supporting marketing events, trade shows, and client initiatives; coordinating timelines and deliverables; working with vendors, printers, photographers, and freelancers; preparing event and promotional materials.

Organization & Administration

Managing marketing files and asset libraries; tracking tasks and project status; coordinating approvals; strong attention to detail; comfortable handling multiple tasks in a structured office environment.