

# VIKTORIA TERESHCHENKO

Production Coordinator | Creative Production & Brand Execution

Toronto, ON

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## PROFESSIONAL SUMMARY

Production Coordinator with extensive experience supporting creative, brand, and marketing initiatives across digital, print, and physical environments. Strong background in coordinating assets, timelines, vendors, and stakeholders to ensure smooth execution and high-quality delivery. Brings a creative foundation in design, UX/UI, and motion that enhances production efficiency, visual consistency, and attention to detail in fast-paced environments.

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## EXPERIENCE

### Creative Production & Design Coordinator | SV Signs, Toronto

Nov 2024 – January 2026

- Led creative production coordination for digital and brand initiatives, supporting projects from concept through final delivery
- Coordinated workflows across internal teams and external vendors to manage timelines, assets, approvals, and deliverables with a high level of accuracy and attention to detail
- Supported website redesign production by organizing content and preparing production-ready assets, contributing to improved usability and brand consistency
- Managed revisions, handoffs, and changing priorities in a fast-paced environment to ensure smooth execution and consistent quality across deliverables

### Graphic Designer & Project Coordinator | SV Signs, Toronto

Jan 2014 - Nov 2024

- Designed and produced visual materials for client projects, including large-format signage, vehicle wraps, and print collateral, supporting marketing campaigns and seasonal promotions
- Coordinated project details across design, production, installation teams, and external vendors to ensure accurate production, on-time delivery, and consistent brand messaging
- Supported client-facing and community initiatives by preparing production files, managing revisions, and maintaining organized asset libraries in deadline-driven environments

### Marketing & Communications Intern | FrontStream (former Artez Interactive)

Sep – Dec 2013

- Supported digital marketing and event-related campaigns through content creation, blog writing, email communications, and basic analytics
- Assisted with A/B testing, research, and reporting to improve campaign performance

- Edited visual and video content for multi-platform digital use

#### **Freelance Creative Production & Design (Parallel Experience)**

2014 – Present

- Provided freelance creative production support across branding, UX/UI, motion, and digital design projects for small businesses, education, and real estate clients
- Supported end-to-end project execution by coordinating deliverables, managing client feedback, and preparing production-ready assets
- Led brand and website production for Colborne Collective from concept to launch, and contributed to mobile app concepts for OCAD University and Tribe, supporting UI layouts, visual assets, and motion-based content
- This freelance work strengthened production planning, client coordination, and execution skills alongside full-time roles

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#### **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

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#### **KEY SKILLS**

##### **Production & Project Coordination:**

Production coordination; project coordination; timeline & deliverable tracking; asset and file management; approvals and handoffs; cross-functional collaboration; vendor coordination.

##### **Events & Brand Execution:**

Supporting marketing events and brand activations; preparing production-ready materials; coordinating vendors, printers, installers, photographers, and freelancers; maintaining brand consistency across touchpoints.

##### **Design & Creative Tools:**

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects); Figma (proficient); Canva; Blender (basic–intermediate); motion and video content for digital and social platforms.

##### **Organization & Operations:**

Strong attention to detail; multitasking in deadline-driven environments; workflow organization; quality control; clear communication.