



Shelly Abramovich

A versatile and dedicated marketing professional offering over seven years of comprehensive experience in project management, graphic design, copywriting, research, event planning, social media, and more. With a meticulous, proactive, and collaborative work ethic, I am committed to developing and implementing exceptional marketing strategies for your company.

CONTACT

✉ shelly.abramovich@yahoo.com

☎ +647-780-6747

📍 77 Finch Ave E, Toronto

🌐 www.shellyabramovich.com

EDUCATION

BFA New Media, Minor in Psychology

Toronto Metropolitan University | 2016 - 2020

- Dean's list, 4.0 GPA

International Exchange Program

RMIT University Ho Chi Minh City Vietnam, 2019

Project Management Certificate

University of Toronto, 2021

RELEVANT EXPERIENCE

Marketing Coordinator

StateView Homes | 2023-present

- Produced copywriting and visual marketing materials while maintaining brand consistency
- Managed all social media channels and created content calendars while growing following and engagement
- Supported VP of Marketing, Creative Director and HR Manager in various marketing initiatives
- Researched the market to inform company strategies

Art Teacher and Fine Arts Department Head

UMCA Rich Tree Academy | 2019 - 2022

- Delivered a fully custom creative curriculum for 160+ students across elementary and high school levels
- Administered budget and inventory for the department
- Assessed students' progress and maintained regular communication with parents

Production Coordinator

META | 2020

- Oversaw the organization of an exhibit featuring over 30 artists and coordinated a team of 13 towards its completion - pivoted the event to an online format
- Was responsible for workflow and organization of the project, motivating and guiding the team, task delegation, conceptualization, and representation

Creative Event Assistant

Sounds of Love Events | 2019 - 2020

- Collaborated with local musicians and artists to organize dance and musical events
- Fabricated custom decorations using materials embedded with electronic components
- Supported promotion, planning, setting up, and teardown processes

Project Manager

Ontario Science Centre & Toronto Metropolitan University | 2019

- Coordinated a team of five members through a 3-month long commissioned installation project for the museum
- Presented progress milestones to museum stakeholders and implemented feedback
- Fabricated the installation, sourced materials, handled design and idea workflow

Assistant Manager

Body and Soul Clinic | 2015 - 2017

- Supervised daily operations by delegating tasks to technicians and medical professionals
- Delivered exceptional customer service to all patients
- Managed appointments, calendars, marketing materials, communications, P.O.S. system, and clinic opening and closing procedures

SKILLS

- Strong communication skills in English, Russian, and Hebrew
- Proficient in crafting visually appealing marketing using Adobe Suite, Canva, and etc.
- Able to multitask and prioritize projects in fast-paced, deadline-driven environments
- Skilled in research, organization, and attention to detail for accurate decision-making
- Approachable, professional, and team-oriented with a positive attitude
- Exceptional ability to craft persuasive and informed copy content across various platforms
- Proficient in managing and growing social media channels with engaging content
- Skilled in Microsoft, Apple and Google Suite for streamlined tasks and productivity
- Experienced in executing marketing events, coordinating sponsorships, and maintaining initiatives to drive brand awareness and relationships

REFERENCES AVAILABLE UPON REQUEST

Shelly Abramovich

✉ shelly.abramovich@yahoo.com

☎ +647-780-6747

📍 77 Finch Ave E, Toronto

🌐 www.shellyabramovich.com

Dear Hiring Manager,

I am excited to apply for this position at your company. With over seven years of diverse experience involving project management, event planning, copywriting, graphic design, social media, marketing coordination, and more I am confident that my skills will enable me to develop and implement exceptional marketing strategies for your business.

As a Marketing Coordinator at StateView Homes, I supported the production of marketing collateral, managed all social media channels, and conducted market research to identify target audience segments, competitive landscape, and emerging trends. As an Art Teacher and Department Head at UMCA Rich Tree Academy, I implemented a creative curriculum for 160+ students and administered the budget and inventory for the entire art department. As a Production Coordinator at META, I oversaw the organization of an exhibit featuring over 30 artists and pivoted the event to an online format. As a Creative Event Assistant at Sounds of Love Events, I collaborated with local musicians and artists to organize underground dance and musical events in Toronto. And as a Project Manager at Ontario Science Centre and Toronto Metropolitan University, I coordinated a team through a 3-month long commissioned installation project for the museum.

My skills include strong communication in English, Russian, and Hebrew, proficiency in crafting visually appealing marketing, multitasking and prioritizing in fast-paced, deadline-driven environments, research and attention to detail, and exceptional ability to craft persuasive and informed copy content across various platforms. I am also skilled in managing and growing social media channels with engaging content and executing marketing events, coordinating sponsorships, and maintaining initiatives to drive brand awareness and relationships. Above all, I believe that with care, professionalism, and a good attitude anything can be done effectively and efficiently.

I hold a BFA in New Media with a Minor in Psychology from Toronto Metropolitan University, where I maintained a 4.0 GPA and was on the Dean's list. I also hold a Project Management Certificate from the University of Toronto and participated in an International Exchange Program at RMIT University Ho Chi Minh City, Vietnam.

I am excited to bring my skills and experience to your team and to work collaboratively to create and implement successful marketing strategies that align with the overall marketing and sales objectives. Thank you for considering my application.

Sincerely,

Shelly Abramovich