

Highlights of Qualifications

- ‘Graphic Design - Software Applications’ Certificate (with honours), Conestoga College
- Proficient administrative and strong customer service skills
- Proven attention to detail, diligent and thorough in providing high quality of work
- Excellent ability to learn quickly and work with minimal supervision
- Able to collaborate efficiently with internal and external clients in demanding situations
- Outstanding ability to distinguish between colours

Technical Skills

- Adobe CC: Photoshop, Illustrator, InDesign, Acrobat
- MAC, PC environments
- Microsoft Office: Word, Excel, PowerPoint
- Video Editing Tools: Microsoft Clipchamp, flixier
- Canva Graphic Design Platform
- Social Media Marketing (Facebook, Instagram, TikTok)
- Google Suite: Docs, Sheets, Gmail, Slides, Meet
- WordPress CMS
- Webflow Web Development Platform
- Portfolio: gutkina.com

WORK HISTORY

Digital Marketing (Part-Time)

Sep 2024 - present

Proimage Graphix (Elmira, ON)

- Website development and maintaining using Webflow (<https://www.eturncnc.com>, <https://www.proimagegraphix.ca/>, <https://www.southwoodcarpentry.ca/>)
- Graphic design of printed materials as well as signs, vehicle graphics, etc. utilizing Adobe CC
- Social media marketing - maintaining Facebook and Instagram company’s pages

Receptionist (Part-Time)

Feb 2024 - present

Fisher Mills Animal Hospital (Cambridge, ON)

- General front desk duties

Marketing Coordinator (Part-Time, Freelance)

Feb 2023 - Jun 2024

Tasty Deli Store (Kitchener, ON)

- Social media marketing - maintained Facebook, Instagram and TikTok pages of the store.
- Graphic design of the store’s promotional materials (business cards, signs, flyers etc.).
- Collaborated with partners to make the community aware of new products, deals etc.

Digital Marketing

Jun 2020 - Feb 2024

Independent Consultant (Waterloo, ON)

Graphic Design

- Inquired customers for their printing needs, obtaining all the necessary specifications of projects.
- Created from scratch or redesigned customers’ promotional materials.

Social Media Marketing

- Organic social: took photos or made videos as needed, posting regularly compelling & creative content to Facebook: Maurizio’s Barber Shop, Pompeii Day Spa, EquiHelp.

Website Design

- Designed and developed websites for customers according to their requirements utilizing WordPress: equi-help.com, pawstohealpet.com.
- Searched and edited artwork required for customers’ websites.
- Resolved any issues that could arise (with hosting, domains etc.).

WORK HISTORY (*Continued*)

Graphic Designer / Customer Service Westmount Signs & Printing (Kitchener, ON)

Jan 2018 - Mar 2020

Graphic Design

- Used Adobe CC graphic design software to create from scratch or redesign customers' business cards, signs, postcards, flyers, brochures, labels, banners, restaurant menus, door hangers, forms, logos, etc.
- Prepared design proofs for customers according to the company's guidelines, using electronic template.
- Revised proofs for customers if needed until the full approval is obtained.
- Prepared customer submitted artwork for print: checked and corrected size, resolution, converted flatten and outline, added bleeds when necessary and then sent to production; ensured quality control of the printed proof.
- Handled multiple projects, many of which had conflicting deadlines.
- Completed design projects independently with minimal guidance.
- TV screen menus design.

Customer Service

- Answered phone calls, dealt with walk-ins, responded to e-mails in a timely and courteous manner.
- Took orders from customers over the phone, via e-mail or in person; gave information to customers about company's products, advised on the best use of media.
- Worked out quotes based on customers' specifications according to company's guidelines.
- Established and maintained high levels of customer satisfaction and professional relationship.
- Increased customers retention (during the merge of Williamsburg Printing and Westmount Signs & Printing in January 2018).

Graphic Designer / Customer Service Williamsburg Printing (Kitchener, ON)

Sep. 2016 - Dec. 2017

Graphic Design

- Used Adobe CC to create from scratch or redesign customers' promotional materials (business cards, signs, flyers, brochures, labels, banners, door hangers, magazine ads, etc.) according to their requirements.
- Ensured customer submitted artwork was print-ready; whenever necessary added bleeds, crop marks etc.

Customer Service

- Answered phone calls, dealt with walk-ins, responded to e-mails in a courteous manner.
- Took orders from customers over the phone, via e-mail or in person; gave information to customers about company's products and pricing, advised on the best use of media.
- Established and maintained high levels of customer satisfaction.

EDUCATION

Conestoga College (Kitchener, ON) 2013 - 2015
Graphic Design - Software Applications program - Certificate, with honours

Moscow State Academic Art School of 1905 Year's Memory 2004 - 2005
Advanced training on the speciality: Interior Design