

Kateryna Fomina

Marketing Specialist

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WORK EXPERIENCE

Research Assistant

Toronto Metropolitan University | Toronto, ON | November 2024 – February 2025

- Designed professional report templates for symposium programs, ensuring alignment with branding guidelines and visual consistency.
- Collaborated with cross-functional teams to structure and present content effectively, enhancing reader engagement and stakeholder experience.

Social Media and Digital Marketing Specialist

XENA Marketing Agency | Toronto, ON | February 2024 – September 2024

- Spearheaded social media content creation, boosting account reach by over 13,800% and engagement by 1,000%.
- Produced high-quality photo and video content, capturing brand identity and connecting with target audiences.
- Managed end-to-end content production, from ideation to execution, ensuring brand consistency and high creative standards.
- Monitored social media trends and analytics to optimize content performance and engagement, adjusting strategies in real time.

Content Marketing Specialist

Kladovaya Zdorovya Inc. | Russia | October 2020 – April 2023

- Developed and executed content strategies for online platforms, enhancing brand presence on social media and in e-newsletters.
- Optimized 3000+ product listings for SEO, resulting in a 30% increase in website traffic.
- Managed Google My Business profiles for over 200 retail locations, enhancing local SEO efforts.
- Led website content improvements, driving a 35% increase in user engagement.
- Managed social media accounts and online campaigns, increasing brand awareness and audience interaction.
- Increased email click-through rates by 25% through personalized email content and audience segmentation strategies.
- Wrote approximately 200 articles for the company's website, simultaneously promoting and advertising their products.

Social Media Specialist

Arts and Crafts Festival 'Saint Petersburg Fair' | Russia | May 2021 – October 2021

- Created and implemented social media campaigns, significantly boosting event attendance and online visibility.
- Produced photo, video content that highlighted artisans, enhancing the event's brand authenticity and appeal.

Content Marketing Specialist

Favori.shop | Ukraine | March 2019 – September 2020

- Designed promotional materials and optimized product descriptions to improve engagement and conversion rates.
- Supported multi-channel marketing campaigns with high-quality brochures, graphics, and written content.

EDUCATION

Foundations of Digital Strategy and Marketing

Management

University of Toronto School of Continuing Studies | 2024

MBA Essentials

University of Toronto – Rotman School of Management | 2024

Master of Ecology and Nature Management

Kerch State Marine Technological University | Ukraine | 2019

Bachelor of Ecology and Nature Management

Kerch State Marine Technological University | Ukraine | 2017

CERTIFICATION

Social Media Marketing Certificate

Hootsuite | 2025

Google Analytics Certification

Google | 2025

Innovation and Creativity

Harvard Business School | 2024

Performance Measurement

Harvard Business School | 2024

SKILLS

Technical Skills: Adobe Photoshop, Canva, CapCut, Meta Business Suite, Google Workspace, Hootsuite, WordPress, MS Office Suite (Word, Excel, PowerPoint), Monday.com, Constant Contact.

Core Skills: Social Media Marketing (Instagram, TikTok, LinkedIn, Facebook, YouTube), Content Strategy, Project Management, Video Editing, Graphic Design, Email Marketing, SEO Optimization, Data Analysis & Performance Tracking