JU

JANNA USTICHENKO

MARKETING SPECIALIST | GRAPHIC DESIGNER

EDUCATION

BCIT Courses

jQuery in Web Publishing — 2016
Web Design Technologies — 2015
Web Design and Development — 2012

Vancouver Community College

Digital Graphic Design
2008 — 2009

Odessa National University of Economics

Business Administration
1999 — 2003

SKILLS

Adobe Creative Cloud
WordPress
WooCommerce
HTML5/CSS3
Google Ads Certified
Google Analytics
Constant Contact
Canva, Figma, Meta

EXPERIENCE

Eastern Current Distributing
2018 - 2025

Marketing Specialist - eCommerce

- Developed and implemented digital marketing campaigns across various platforms.
- Created and edited compelling content for marketing materials.
- Planned, scheduled, and tracked marketing emails.
- Customized e-commerce website, SEO, descriptions, promo ads and banners.
- Designed and managed websites and landing pages.
- Managed the company's social media channels.
- Provided advertising for virtual and in-person events.
- Managed photoshoots, photo and video editing.
- Edited and posted news and articles.

CONTACT

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Nature's Expression
2017 - 2018

Marketing Innovation Specialist

- Collaborated with a marketing manager to create detailed and effective marketing strategies.
- Planned, executed and tracked multichannel marketing campaigns.
- Analyzed performance metrics, provided insights and recommendations for continuous improvement and reported on the campaign's performance and ROI.
- Created engaging content for the company's social media channels.
- Managed photoshoots and captured videos.
- Edited images and videos and posted on various platforms.

Worldwide Payment Processing
2013 - 2016

Marketing Coordinator

- Designed marketing collateral for events.
- Design print and digital ads.
- Liaised with advertisers, printers and vendors.
- Composed emails and manage email distribution.
- Designed, developed and managed networking event website - Bootstrap, HTML/CSS.
- Updated websites using CMS and Dreamweaver.
- Created graphics for social media.
- Designed Trade shows booth and signage.

Wayburn Digital Media 2010 - 2013

Graphic Artist

- Designed marketing collateral for print and web.
- Set up domains and websites.
- Helped clients with websites, accounts, and marketing materials.
- Helped with training and onboarding.
- Created promo videos and animated ads.
- Managing company social media channels.
- Supported sales and marketing efforts.

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CERTIFICATES

Google Analytics - 2025
Google Search Ads - 2025
HubSpot Social Media - 2025
Integrated Marketing Communications - 2018