

Victoria Yuiska

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Summary

Creative and resilient Marketing Communications Professional with 5 years of experience in visual promotions, internal engagement, and strategic development. Proficient in Adobe Creative Suite and competent with WordPress and most Microsoft Office platforms. Motivated to join an established firm to deepen industry knowledge and strengthen professional skills.

Experience

Social Media Assistant

May 2024 - Present

George Mason University, Fairfax, VA | Part-time

- Established and refined communication systems for content coordination, analytics reporting, and workflow tracking utilizing Monday.com, Hootsuite, and other management programs.
- Collaborated with internal communicators to cross-promote university events with digital messaging and visual branding.
- Led the creation of philanthropic campaigns to highlight the impact of donor support and amplify university-wide initiatives.
- Created, implemented, and evaluated digital engagement strategies for all University Advancement social media platforms and select university executives.

Marketing Coordinator

November 2023 - May 2024

Shipgarten, McLean, VA | Full-time

- Designed and promoted virtual advertisements to enhance brand scaling efforts through Instagram, Eventbrite, and TikTok.
- Utilized WordPress to create a company webpage for seamless event bookings, vendor management, and digital sales.
- Curated and delivered more than fifty large-scale public events to support company objectives and revenue targets.
- Led training and mentorship programs for interns and new staff, amplifying professional development and internal expansion.

Digital Media Coordinator

August 2021 - November 2023

Allure Creperie & Cafe, Williamsburg, VA | Part-time

- Developed a marketing initiative across various social media platforms to enhance audience engagement and expand the consumer base.
- Built and managed a company website through WordPress, designed to strengthen online presence and facilitate digital commerce.
- Produced high-quality graphics, photographic visuals, and other promotional content for new launches and seasonal campaigns.

Education

Bachelor of Science in Criminology

2018 - 2023

George Mason University | Fairfax, VA

- **Minor:** Forensic Psychology, **Concentration:** Homeland Security

Skills

- Proficient in content creation leveraging Adobe Illustrator, Photoshop, InDesign, and Canva.
- Strong communication, organization, and collaboration skills with success leading projects, managing deadlines, and coordinating cross-functional teams in hybrid environments.
- Experienced in social media management, analytics tracking, and paid advertising, utilizing Meta Ads Manager, Hootsuite, and LinkedIn Campaign Manager.