

OLEKSANDR (ALEX) ZHORAVOVYCH

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HIGHLIGHTS OF QUALIFICATIONS

- Strong communication skills oral and written with keen attention to detail in printed assets.
- Excellent eye for detail while reviewing and editing marketing materials.
- Innovative problem-solver, both individually and in a team.
- Eager and enthusiastic to learn and take on new challenges in a fast-paced work environment.
- Proven ability to work in fast-paced, high stress environment and achieve comprehensive goals.
- Demonstrated exceptional emotional intelligence, allowing for effective communication and collaboration with individuals from diverse backgrounds and fostering positive work relationships.
- A highly creative thinker, consistently generating innovative and practical solutions to complex problems, both independently and as part of a team.

HARD SKILLS

- Well-versed in design applications like Figma, Adobe Tools, Canva, and Premier.
- Skilled in utilizing various social media management tools, including Semrush, Hootsuite, Talkwalker, Agorapulse, Later, and Sprout Social.
- Accomplished in using collaboration platforms such as Microsoft Office Suite, Monday, and Trello

WORK EXPERIENCE

Communications Specialist

July 2025 – Present

Payments Canada | Toronto, Canada

- Developing content for websites, social media, internal platforms, and digital signage in alignment with brand guidelines.
- Supporting internal communication plans, campaigns and the creation of marketing & reporting materials.
- Assisting with social media planning, monitoring, and analytics tracking across channels.
- Maintaining internal website quality through audits and accessibility reviews.
- Contributing to event planning, media monitoring, and cross-functional collaboration with internal teams.

Communications Coordinator

Oct 2024 – July 2025

Prospectors and Developers Association of Canada | Toronto, Canada

- Migrated digital marketing workflows to Asana, streamlining processes and boosting visibility.
- Optimized paid media strategy, achieving 11x ROI on LinkedIn Ads and increasing Google Ads conversions by 10% through refined bidding tactics.
- Expanded organic social media using best practices, increasing engagement by 42%, 12x YoY follower growth, and generating \$70K in value.
- Increased social media-driven awareness of PDAC Convention by nearly 20%, reaching 21.87% of the total Convention attendees.

Social Media and Digital Content Coordinator

Feb 2023 – Dec 2024

Interac Corp. | Toronto, Canada

- Spearheaded the creation of engaging social media content, managing both in-house and agency-made materials to drive brand visibility and engagement.
- Provided comprehensive support to multiple cross-functional teams, aligning social media content with their narratives, updates, and agendas to amplify company messaging and initiatives.
- Amplified TikTok presence by 21% through the integration of company narratives into trending content, effectively capturing and retaining audience interest.
- Showcased superior productivity, loyalty and commitment by taking on additional responsibilities making up a significant part of vacated Digital Content and Social Media Specialist role.

Brand and Marketing Intern

Sept 2023 – Dec 2023

Interac Corp. | Toronto, Canada

- Achieved cost savings exceeding \$20K by designing in-house creative assets, eliminating the need for external creative agencies.
- Enhanced engagement rate by 8% through the introduction of diversified content and the implementation of increased audience interactions.
- Contributed to major projects including organizing photoshoots, assisting in the development of an internal swag store, brand research and creation of brand materials for B2B partners.
- Demonstrated strong multitasking abilities by seamlessly supporting both the digital marketing and brand teams, contributing to the overall success of marketing campaigns and brand initiatives.
- Utilized effective communication skills to liaise with colleagues from 6 diverse departments, fostering a cohesive approach to brand representation and messaging.

EDUCATION

BA Honours, Business and Society

Sept 2026 – Aug 2028

York University

AI for Communicators Certificate

June 2026

McMaster University

Public Relations and Strategic Communications Certificate

May 2025 – Oct 2025

George Brown College, GPA 3.9/4.0

Leadership Essentials Certificate

Mar 2025 – Dec 2025

University of Toronto, GPA 3.9/4.0

Strategic Copywriting Certificate

Jan 2025 – Aug 2025

University of Toronto, GPA 4.0/4.0

Certificate in Digital Marketing

Sept 2022 – Aug 2024

York University, GPA 4.0/4.0

Business Marketing Diploma

Sept 2022 – Aug 2024

George Brown College, GPA 3.97/4.0