

# OLEKSANDRA BABICH

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Creative and dependable Video Producer with over 5 years of experience in multimedia production, specializing in video editing, filming, and content development. Passionate about producing high-quality visual content that aligns with brand messaging and drives engagement.

## SKILLS

Videography: Proficient in using professional cameras, professional lighting setups, stabilisers, teleprompters, and microphones  
Video Editing and Sound Design  
Graphic Design  
Digital Marketing  
Social Media Management  
Content Creation  
Copywriting  
Brand Management  
Event Management  
Website Management  
Strong Communication Skills  
Time Management

## SOFTWARE PROFICIENCY

Adobe Premiere Pro, Adobe After Effects, Final Cut Pro, DaVinci Resolve, CapCut  
Adobe Photoshop, Adobe Illustrator, Canva  
HubSpot, Zoho Social, Hootsuite, WordPress  
Google Analytics, Google Drive software  
Trello, Asana, Microsoft Office Suite (Word, Excel, PowerPoint)

## EXPERIENCE

### **i3 International**

2024 - present

#### **Content Creator**

*Led video production efforts for webinars and marketing initiatives, from scripting to final editing, ensuring all content adhered to company standards.  
Developed and produced high-quality digital content, including blog posts, videos, social media graphics, and press releases, ensuring alignment with i3 International's brand voice and marketing strategy.*

*Collaborated with the marketing team to design and execute content strategies aimed at increasing engagement, brand awareness, and lead generation across multiple platforms.*

### **Motivation Weight Management Clinic**

2023 - 2024

#### **Videographer and Content Marketing Manager**

*Produced and managed social media video content that significantly boosted online visibility and engagement, increasing followers by 50% within the first year. Worked closely with the marketing team to create videos that aligned with the clinic's goals and brand messaging. Executed video shoots, managed post-production workflows, and handled community management on social media channels.*

### **JustCoded**

2020 - 2023

#### **Marketing Manager and Content Creator**

*Led the full production cycle for video content, from ideation to post-production, for the company's digital platforms. Worked closely with the marketing team to align video content with overall campaign goals, resulting in increased engagement across all platforms. Managed video projects with a focus on technical accuracy, creative storytelling, and brand consistency.*

### **CrypNews Channel**

2019 – 2020

#### **YouTube Channel Manager**

*Managed and grew the CrypNews YouTube channel to nearly 55,000 subscribers through engaging video content. Edited videos for the channel. Led the content creation process from scripting to publishing.*

### **VOLUNTEERING EXPERIENCE:**

#### **City of Toronto - JIP Ukrainian & Russian Language Assistant**

2024 – Present

#### **Digital HUB - Video Production Assistant**

Limerick, Ireland

2022-2023

*Assisted in video production for various events and campaigns, including filming and post-production editing.*

#### **University of Limerick - Kemmy Business School Ambassador**

*Limerick, Ireland*  
*2022-2023*

Assisted in organizing educational events for students, including promotional video content creation.

Awarded Gold President's Volunteer Award for outstanding contributions.

**Collegium Civitas - Head of Travel Organization and Student Association**

*Warsaw, Poland*  
*2018-2021*

Led the organization of adaptation events for new students, including event promotion and video content creation.

EDUCATION

**MSc in Marketing, Consumption & Society**

*Sept 2022 - Jan 2024*  
University of Limerick, Limerick, Ireland

**Bachelor's Degree in Journalism and New Media**

*Sept 2018 - Dec 2021*  
Collegium Civitas, Warsaw, Poland