

Erica Yarmol - Matusiak

647-382-6202
ericaym334@gmail.com

EDUCATION **Michael Power St. Joseph** • International Baccalaureate Program • September 2012 - May 2016
University of Western Ontario • Medical Sciences, Ivey AEO • September 2016 - May 2020

SKILLS **Design** • Photoshop, Illustrator, InDesign, iLife, iMovie, HTML, CSS, Bootstrap, Python
Languages • Fluent in English & French, Conversational in Spanish & Ukrainian
Education • Healthy Childhood Development Training, Adapted Program Planning

EXPERIENCE **Branding:**
Nspire Innovation Network • Creative and Branding Team Associate Sept 2016 - current
• Collaborated with marketing and strategy teams to create wireframes, social media graphics, and posters to promote a range of events
Western Venture Association • Vice President of Marketing Sept 2016 - current
• Designed marketing campaign and visual identity for four events and flagship conference, tripling Facebook post engagement from prior year
• Secured Shopify Plus as speaker for conference about venture capital and entrepreneurship
CAISA Fashion Show • Graphics Team Member Sept 2016 - current
• Designed cover photos and promotional material for sponsors and events
• Built a show lookbook and retouched model photos

Education:
Brightspark Travel • Educational Tour Leader March 2017 - current
• Leading multi-day bilingual tours to Montréal, Québec City, and Ottawa about history and culture for student groups aged 11 to 16
City of Toronto • Program Leader May 2014 - current
• Worked at four community centres as a Dance Instructor, Special Needs Program Staff, Arts Camp Counsellor for children aged 2 to 16
Erica's Tutoring • Private Tutor Sept 2012 - May 2016
• Grew business from one to thirteen clients aged 5 to 16, taught a variety of disciplines

ACHIEVEMENTS **University of Western Ontario** • Scholars Electives, Faculty Entrance Scholarship, Ivey AEO Award of Excellence, and Shad Valley Ivey Entrance Scholarship, valued at \$45,000
Case Competitions • 1st place in PBSN Connect for Voices.com Data Analysis, 1st place in GCC Consulting, 1st place in Business 1220E Challenge, 3rd place in Ivey SpinMaster ACE with U.buk, a health care booking application, Tilt Pro Bono Consulting Program
Hackathons • Attended Hack Western, Technica, Hack the 6ix, Hack Princeton
High School • School Advisory Council Award for 4th highest average in a graduating class of 475, IB Biology and IB Economics Achievement Awards, Mental Health Change Maker Award
Shad Valley • Summer 2014 at the University of New Brunswick
Duke of Edinburgh Gold Award • January 2016
Sprint Triathlon • August 2015