



Ksenia Nivorozhkina

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WORK EXPERIENCE

Woburn, MA
Dec '08 - Dec '10

Best Bath Store
Creative Director & Chief Marketing Officer

- Initiate and execute rebranding of company image including website, product packaging, product photography, integrated advertising campaigns
- Responsible for innovative project planning, development, completion, implementation for print, outdoor, and online media within deadline and budget requirements
- Develop and translate marketing objectives into creative strategies, promoting brand continuity across media to ensure company growth and increase market share
- Oversee online advertising and marketing activity through Google Affiliate Network
- Manage strategic, operational, and administrative functions

Woburn, MA
Apr '09 - Dec '10

Gomvents
Graphic & Web Designer / Project Manager

- Communicate directly with clients regarding project overviews, requirements, deadlines
- Research, plan, develop, and actualize web elements and websites
- Execute design process from concept to completion: wireframe, basic structure, user interface design, full website layout design, text and image optimization for the web
- Serve as project manager to direct design and facilitate project development through daily correspondence in Russian with a team of programmers based abroad

Boston, MA
Jun '02 - May '07

Museum of Fine Arts
Teen to Teen Docent / Museum Learning & Public Programs Instructor / Activities Coordinator

- Research artwork and significant historical background for scheduled tours
- Develop hands-on activities around the museum based on tour themes
- Lead tours using Visual Thinking Strategy, an inquiry-based interactive approach to promote children's interest in and discussion of art
- Function as an informational resource of the museum for school groups and general visitors

INTERSHIPS / FREELANCE

Boston, MA
Jun '02 - Present

Freelance
Graphic Designer / Web Designer / Photo Retoucher

Boston, MA
Jan - May '08

Puma North America
Marketing Intern

London, UK
Jul - Aug '07

Albion London
Graphic Design Intern

Newton, MA
Jun - Aug '04

Design Continuum
Industrial Design, Graphic Design, Strategy Intern

SKILLS

Fluent in Mac, PC platforms /
MS Office / Adobe Creative
Suite: Photoshop, Illustrator,
InDesign, Acrobat / Digital
Photography, Drawing,
Painting / Proficient in Flash

Fluent in English, Russian /
Proficient in French

EDUCATION

Boston, MA
Sep '04 - Jul '08

Boston University
College of Fine Arts, BFA Graphic Design
College of Communication, BS Advertising
Graduated Magna Cum Laude