

# Yaroslav Shevchenko

BC, Canada

I am a Digital Communications Professional with 8+ years of experience in developing effective communications strategies and media files, reaching 10+ million of social media users, overseeing media production projects, web design and taking part in live streaming nationwide and global events.

1000+ videos produced  
10+ million social media views generated  
1000+ hrs drone flight  
150+ high profile events live streamed  
15+ ai agents and automations created  
5 websites launched  
1 iOS app developed

## Technologies and Tools

- **Media Production and Design:**
  - Software: Adobe Creative Cloud, DaVinci Resolve, CapCut
  - Hardware: Canon, RED, Blackmagic Cameras, DJI Drones and Gimbals, Tripods, Graphics and Sound Boards, Up to 300 ft Cables, Wired & Wireless Microphones, Antenas, PTZ Remote Multicam Systems
- **Marketing, Analytics & Media Management:** Google Analytics, Facebook Business Suite, Shopify Analytics, YouTube Analytics, TikTok Analytics, Constant Contact, Monday, Buffer, Google Business Suite, Linktree
- **Project Management:** Notion, Miro,
- **Marketing Tools:** Facebook Ads, Constant Contact, SEO Tools
- **Web and App Development:** Wix, Python, JavaScript, HTML/CSS, Swift, React
- **Automation, AI & Cloud:** Make, ChatGPT, Claude, Gemini, Perplexity, Google Cloud Console, 11Labs

## Professional Experience

### Digital Content & Marketing Manager | Wildwood Outdoor Living Center

2024

- Managed and designed email marketing system reaching 30K weekly recipients, implementing video resulting in 33% increase in conversion rates on shopify store.
- Developed data-driven content strategy, achieving first-ever organic sales from YouTube channel.
- Managed social media presence through strategic content deployment and engagement, managing advertising budgets and deploying Facebook ads boosting conversion rates by 2%
- Reached over a 1+ million of users through organic reach
- Designed, produced and managed media files and corresponding systems to elevate brands online presence

## **Producer, Camera Operator | Roll.Focus Productions**

*2023 - Present*

- Managed advanced camera systems, graphics and sound boards for live-streaming national and global events.
- Executed high-profile broadcasts, including Symphony on stage at Vancouver Orpheum and 2024 Olympic Rugby Qualifiers
- Responsible for set up and tear down and operation of media production equipment

## **Brand Manager | Yager Construction Ltd**

*2021 - 2023*

- Developed and executed digital transformation strategy, establishing company's complete online presence generating 5+ million organic impressions resulting in significant brand recognition
- Created viral brand video achieving 1.4M+ views through strategic content optimization and distribution
- Implemented automated media posting system, increasing posting efficiency by 40%

## **Digital Communications Producer | YSMP Media Production**

*2016 - Present*

- Managed end-to-end technical implementation of media production projects for 100+ clients across diverse business backgrounds
- Developed videos to launch Hugo Boss' TikTok channel and official Pininfarina Battista reveal in North America on Instagram
- Served as official media partner for World Record Setting Hublot Diamond Rally in 2019
- Developed custom solutions integrating web development, video production, and brand strategy
- Created scalable workflows and automation systems for content creation and delivery across multiple platforms
- Built an iOS App

## **Certifications & Education**

- University of Saskatchewan
- Meta Front-End Developer Professional Certificate
- Canadian Drone Pilot License

## **Technical Skills Focus**

- Customer Onboarding System Design
- Workflow Automation and AI
- Data-Driven Decision Making
- Technical Project Management
- Video Production & Streaming
- Web Development & CMS
- Social Media Strategy & Analytics
- SEO & Digital Marketing