

Vladislav Artym

marketing & design

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Misson

I'm a marketing and user experience enthusiast who loves a challenge where my education and experience have a valuable application.

Education

University of Waterloo

Bachelors, Communications Major
Digital Arts Communications Minor
Entrepreneurship Minor; class of 2018

Tools & Skills

Sketch
Adobe XD
InVision
Figma
Origami Studio
Principle
Illustrator
Photoshop
After Effects
Premiere Pro
Lightroom
HTML/CSS/JS
Wireframing
Pen & Paper

Awards

First Place

Projection mapping project
Christie Digital Design competition

Runner Up

48-hour uXperience
user experience competition

Provincial Level

Marketing category
DECA business competition

Experience

ShotOnDJI

Founder & CEO - Feb 2018 - Present

Founded and grew one of the largest drone communities under 12 months with over 90,000 followers. Performed market research & development to determine monetization strategies. Built custom automation tools in order to perform repetitive tasks efficiently. Curated trending news content.

University of Waterloo

Marketing & Communications Assistant - Sept 2017 - Sept 2018

Developed and deployed digital and print campaigns for commercial services across campus, while managing an agile team of designers. Created budgets for each commercial service brand depending on quarterly revenue. Worked with marketing directors to create short-term and long-term development plans. Placed orders for print materials as well as sourcing of promotional items for marketing & event campaigns.

Experiential Marketing

Marketing Coordinator // Brand Ambassador - Dec 2014 - Present

Executed various experiential brand activations, in a fast-paced environment, across Ontario alongside different marketing agencies in order to meet clients' needs and demands. Planning and representation of brands at Rogers Cup, Scotiabank Arena, Union Station, and various trade shows and conferences. Performed onsite event tracking and analytics of impressions, engagements, and interactions.

Worked with [National Bank](#), [Google](#), [Nike](#), [Excel](#), [Samsung](#), [Salesforce](#), [LEGO](#), and [OLG](#) as clients.

Pong Marketing

Digital Marketing - Apr 2014 - Apr 2015

Collaborated with a small team to create content newsletters for internal and external communications. Redesigned the entire ecommerce platform to better user experience and brand value. Designed marketing collateral and managed marketing campaigns with Google AdSense, AdWords, Analytics, and Search Console.

Community

University of Waterloo

Marketing Advisory Board - Dec 2013 - Mar 2014

Brainstormed and designed new marketing strategies for current and future students at the University of Waterloo. The marketing efforts have later been implemented in a new student housing development in 2017.