

Polina Yankovich

Student at Dawson College

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Not just a marketing girly! I'm also pursuing a DEC in computer science.

With over 2 years of experience in digital marketing, I specialize in SEO, social media content creation, and crafting engaging blogs, newsletters and more. To me, it's all about authenticity and being raw, especially when it comes to branding as originality is key in an oversaturated market! I'm also passionate about tech and currently pursuing a computer science degree, in my last year of a 3-year DEC program at college.

Programming languages: Java, JavaScript, HTML, CSS, C#, Avalonia UI, Python, SQL, ReactJS.

Computer software/ frameworks: Microsoft office, Adobe Photoshop, Adobe Premiere Pro, Canva, GitLab

Languages: English, Hebrew, Russian (Mother tongue), French (Intermediate)

EDUCATION

Dawson College, Montreal

2025

DEC, 420.B0 Computer Science Technology

PROFESSIONAL EXPERIENCE

Flashee, Remote

7 months

Content Creator

May 2024 - Present (2 months)

- Venture For Canada founded Summer 2024 Internship

Content Creator

November 2023 - January 2024 (3 months)

- Riipen Level Up internship (80 hours)
- Responsible for creating UGC content such as reels and collage outfit posts
- Managing social media platforms. (Instagram, TikTok, Pinterest)

Content Creator

September 2023 - October 2023 (2 months)

- Venture For Canada Intrapreneurship Program (60 hours)
- Created outfit inspiration content.
- Curated fashion quizzes.
- Fostered engagements with leading fashion accounts

Bright Ideas Event Agency, Remote

1 year 6 months

Social Media Marketing Specialist

May 2023 - Present (1 year 3 months)

- Write blogs and newsletters.
- Use **ActiveCampaign** for newsletters and emails
- Create captions and graphic designs
- Find leads for LinkedIn connections
- Conduct marketing research

Communications and PR Coordinator

February 2023 - May 2023 (4 months)

- Riipen Level Up internship (80 hours)

- Handled content creation, research, and marketing efforts; hired part-time.

Communications and PR Coordinator

June 2022 - August 2022 (3 months)

- Riipen Level Up internship (80 hours)
- Audited websites and blogs
- Write blogs
- Learned about WordPress and created logos using Illustrator

Vision2Reality Foundation, Remote

May 2024 – June 2024 (2 months)

Data Analyst

- Venture For Canada Intrapreneurship Program (60 hours)
- Researched and analyzed the Canadian entrepreneurial ecosystem

Real Adulting 101, Remote

5 months

Video Editor

February 2024 - April 2024 (3 months)

- Riipen Level Up internship (80 hours)
- Edited engaging social media reels for TikTok, Instagram, and YouTube

Software Engineer

September 2022 - October 2022 (2 months)

- Venture For Canada Intrapreneurship Program (60 hours)
- Initiated the development of a job board platform website

Fibra, Remote

January 2024 - March 2024 (3 months)

Social Media / Marketing Assistant

- Riipen Level Up internship (80 hours)
- Created health-related social media content and managed platforms such as Instagram and TikTok
- Responsible for a viral TikTok reel which gained over **280k+ views, 5500+ likes**, and grew the account by **500+ followers!**

Standout Boutique, Remote

8 months

Market Expansion Research

January 2024 - February 2024 (2 months)

- Riipen Level Up internship (80 hours)
- Researched 117 Quebec brands for partnership opportunities
- Created **lookbooks** for 10 brands with outfits featuring Standout Boutique jewelry
- Reviewed and optimized website SEO and content

Social Media Manager

February 2023 - May 2023 (4 months)

- Riipen Level Up internship (80 hours)
- Developed engaging content for media websites, and managed photoshoots

Creative Director

May 2022 - June 2022 (2 months)

- Venture For Canada Intrapreneurship Program (60 hours)
- Reviewed products, wrote captions, and created social media content

SwapWear, Remote

November 2023 - January 2024 (3 months)

Content Creator

- Riipen Level Up internship (80 hours)
- Research social media trends and competitor strategies

- Develop content ideas for reels and photos that reflect SwapWear's values
- Produce 12 reels and 36 styled photos with engaging captions

R.I.S.E. (Reach Inspire Soar Empower) Academy, Remote

July 2023 - August 2023 (2 months)

Lead Research and Grant Writer

- Venture For Canada Intrapreneurship Program (60 hours)
- Composed a grant proposal and engaged in outreach for potential sponsorship

Get Glasses Online, Remote

8 months

Market Research Associate

March 2023 - August 2023 (6 months)

- Riipen Level Up internship (80 hours)
- Collected and analyzed data for marketing strategies

Content Producer

March 2023 - August 2023 (6 months)

- Riipen Level Up internship (80 hours)
- Produced videos and images for Instagram

Social Media Manager

March 2023 - August 2023 (6 months)

- Riipen Level Up internship (80 hours)
- Organized Instagram content for 4 months

Content Producer

July 2022 - August 2022 (2 months)

- Riipen Level Up internship (80 hours)
- Created content using Photoshop and Premiere Pro, edited and enhanced images, and created videos for Instagram

Nerd Mom Nutrition, Remote

May 2023 - June 2023 (2 months)

Content Creator

- Venture For Canada Intrapreneurship Program (60 hours)
- Generated a content bank for multiple social media platforms and blogs

MyHomeworkRewards, Remote

January 2023 - February 2023 (2 months)

Educational Content Creator

- Venture For Canada Intrapreneurship Program (60 hours)
- Developed engaging social media content and prepared copyright materials

Jobify, Remote

January 2023 - February 2023 (2 months)

Leads Research

- Venture For Canada Intrapreneurship Program (60 hours)
- Sourced leads to expand LinkedIn connections

Regenesis, Remote

November 2022 - December 2022 (2 months)

Human Resources Analyst

- Venture For Canada Intrapreneurship Program (60 hours)
- Researched HR aspects, developed a list of contacts, and analyzed organizational qualities

Aaron Aubin Consulting Inc. , Remote

November 2022 - December 2022 (2 months)

Human Resources Analyst

- Venture For Canada Intrapreneurship Program (60 hours)
- Researched HR aspects, developed a list of contacts, and analyzed organizational qualities

MODASTY, Remote

July 2022 - August 2022 (2 months)

Public Relations Coordinator

- Venture For Canada Intrapreneurship Program (60 hours)
- Built relationships with journalists, promoted the company, and sourced leads

Atlas Yoga Studio, Remote

July 2022 - August 2022 (2 months)

Content Creator and Advertiser

- Venture For Canada Intrapreneurship Program (60 hours)
- Gained an understanding of Google ads, wrote an analysis, and provided recommendations for social media and created yoga-related content

FreshFind, Remote

June 2022 - August 2022 (3 months)

Business Development Associate

- Riipen Level Up internship (80 hours)
- Wrote a social media strategy, created newsletters, responded to email inquiries, learned to use InDesign and MailChimp, and created a guide for future newsletters

Plufl, Remote

May 2022 - June 2022 (2 months)

Content Creator

- Venture For Canada Intrapreneurship Program (60 hours)
- Studied reasons why start-ups fail, effective SEO keywords, and ideas for viral TikTok/Reel videos

Usuite Technologies.inc, Remote

February 2022 - March 2022 (2 months)

Blogger

- Venture For Canada Intrapreneurship Program (70 hours)
- Became familiar with local suppliers, the food industry, blog writing, and effective storytelling

Eon Media, Remote

February 2022 - March 2022 (2 months)

Marketing Project Manager

- Venture For Canada Intrapreneurship Program (60 hours)
- Understood the value of networking, public relations, and creating points of interest
- Researched potential connections
- Reviewed the company's website

Company Finder, Remote

January 2022 - February 2022 (2 months)

Social Media Manager

- Venture For Canada Intrapreneurship Program (70 hours)
- Created YouTube videos, wrote blogs, published and edited content on a website

Phare, Remote

December 2021 - January 2022 (2 months)

Social Media Representative

- Venture For Canada Intrapreneurship Program (70 hours)
- Created content for TikTok and Instagram, conducted research

Subway, Montreal

September 2017 - October 2021 (4 years 2 months)

Customer Service Representative

- Interacted with customers and served food

PROJECTS & EXTRACURRICULAR

Festival Just for Laughs, Montreal

2017-2018 Summer seasons

Volunteer

- Accompanied artists from location to location

First aid responders Magen David Adom, Israel

2015-2016

Volunteer

- Saving lives 🙏