

NATALIIA IVANOVA

Communications & Content Specialist

natalieivanova0609@gmail.com · Vancouver, BC · natalieivanova.org · linkedin.com/in/nataliia-ivanova-profile

PROFILE

Digital designer and communications specialist with experience turning complex content into powerful, engaging narratives. Actively engaged in green energy and sustainability — tracking trends, attending related events, and consciously living the values. Background spans graphic design, marketing, web architecture, and community programming.

EXPERIENCE

English Language Instructor · Independent · May 2026 – Present

- Marketed services through storytelling-driven outreach that surfaced bottlenecks and opportunities for the target audience, converting interest into enrolled clients.
- Designed personalized learning pathways for students, adapting complex curriculum frameworks to individual context and delivering the full instructional cycle independently.
- Created custom assessments and materials from scratch — intake, lesson planning, content creation, homework design, progress tracking.
- Applied engagement and storytelling strategies to translate abstract language concepts into practical, actionable experiences for learners across different backgrounds.

Event Organizer · Vancouver Sketchclub · Jan 2026 – May 2026

- Coordinated recurring event logistics and community communications for a volunteer-led arts organization, sustaining member participation and program continuity.
- Handled real-time people management at events — welcoming attendees, ensuring everyone felt included, and resolving friction with difficult guests calmly and directly.
- Managed member engagement workflows — tracking RSVPs, communications, and scheduling — keeping operations on track without oversight.

Web & Graphic Designer · Sway · Nov 2021 – Dec 2025

- Produced graphic design assets across multiple mediums — Instagram, Meta, website banners, video editing, printable stationery — keeping external-facing materials brand-consistent across platforms and reducing redesign cycles and communication drift.
- Managed website architecture and digital content systems for multiple clients end-to-end, using GA4, Google Search Console, and Hotjar to collect and analyze audience feedback and inform content decisions.
- Translated dense, technical product information into accessible but powerful narratives and messages that resonate with non-expert audiences.

SKILLS

Content & Communications — content strategy; editorial workflow; proofreading; brand voice; community engagement

Design — graphic design; video editing; Figma; interface design; visual systems; brand consistency

Web & Digital — HTML / CSS / JavaScript; website management; web architecture

Analytics — Google Analytics (GA4); Google Search Console; Hotjar

Tools — Asana; ClickUp; Claude

EDUCATION & CERTIFICATIONS

Professional Scrum Master I (PSM I) — Scrum.org, 2025

Design Systems with AI — Memorisely, 2025

Web Design Certificate — Sochnik Design School, 2019

Bachelor's in Media Systems and Technologies — Kharkiv National University of Radioelectronics, 2016