



ARTEM ZHURAKOVSKII

Kamloops, BC

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SUMMARY

- Founded and hosted the annual basketball tournament SWISH 3x3
- 3-year experience in digital marketing and printed media
- 3-year experience in events hosting and project management
- Managed Canada 55+ Games, Kamloops NorthPaws, TRU Wolfpack, Kamloops Broncos, Rivers FC, and CHL Memorial Cup events
- Advanced leadership skills; managed volunteers and staff during events
- Developed SEO and Front-End development skills

WORK EXPERIENCE

Sports Marketing and Communications Assistant

2022-April 2024

TRU Wolfpack | Kamloops, British Columbia

- Social media management of the official Wolfpack social media accounts
- Organization of promotional tables before the games
- Sports online stats team management

Founder

September 17, 2022

SWISH 3x3 Outdoor Basketball Tournament | Kamloops, British Columbia

- Establishing the brand image and design principles
- Building up and managing a team of co-hosts and volunteers
- Getting sponsorships and donations from local companies (Popeyes Kamloops, TRU Wolfpack, Kamloops KIA)
- Developing the social media presence, print advertising and direct marketing

Events and Marketing Assistant Co-op

Jan 2022-May 2023

Kamloops Sports Council | Kamloops, British Columbia

- Managing sports events (CHL Memorial Cup, Canada 55+ Games, Kamloops NorthPaws, TRU Wolfpack, Kamloops Broncos, Rivers FC)
- Creating and editing digital content for social media accounts
- Creating promotional banners and directional signs for Canada 55+ Games and Operation Red Nose

Social Media Ambassador

May 2021-Jan 2022

Thompson Rivers University | Kamloops, British Columbia

- Managing the social media accounts of TRU (Facebook, Instagram)
- Creating content using Canva, video-editors and Photoshop for 13k subscribers
- Implementing marketing strategies and scheduling content

Operation Red Nose Coordinator

Dec 2022-Jan 2023

Operation Red Nose | Kamloops, British Columbia

- Managing volunteers (drivers, callers)
- Creating and editing digital content for social media accounts
- Keeping track of fundraising money

VIP Chalet Concierge

August 2023

Pacific National Exhibition | Vancouver, British Columbia

- Providing exceptional customer service to the invited VIP guests
- Hosting events for the VIP guests (including the mayors of Vancouver area townships)

Basketball Referee

2024

KBOA | Kamloops, British Columbia

- Officiating high-school and recreational basketball games
- Working in a high-stress environment with attention to details
- Defending game decision through clear communication

EDUCATION

Bachelor of Communication and Digital Journalism

2020-2024

Thompson Rivers University | Kamloops, British Columbia

- MKTG "Brand Marketing" – Creating a campaign for a brand, reviewing marketing campaigns of leading brands
- CMNS "Graphic App and Design" – Designing a poster about social issue in Adobe CC, 8-page magazine with cover
- EVNT "Managing Festivals and Events" – Creating and implementing the basketball 3x3 event on campus

Coursera Sports Marketing Certificate

2023

Northwestern University

- Dynamic Ticket Pricing
- Brand Image Management
- Team Media Operations

LinkedIn Learning

- Adobe Photoshop: Essential Training: The Basics
- Adobe Illustrator: Essential Training
- Adobe InDesign CC: Designing a Magazine Layout

SKILLS

- Developed team-management skills. Directed volunteer and staff groups during events
- Advanced software skills: Adobe Photoshop, Illustrator, Premiere Pro, Canva, Notion, Microsoft office, and Wordpress.
- Improved Mobilography skills; able to create and edit content with my phone
- Developed project management skills. Hosted a successful annual event 3 times on campus, created a community around it
- SEO and Front-End development skills. Updated websites of YKA Now and Kamloops Sports Council

Linked In link: <https://www.linkedin.com/in/artem-zhurakovskii/>

Portfolio link: <https://artemartzhura.wixsite.com/artem-s-portfolio>