

Mariia Hladyschuk

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SUMMARY

Marketing and communications professional with experience coordinating marketing operations, campaign execution, customer communications, and cross-functional projects. Skilled in managing marketing requests, supporting creative production, coordinating stakeholders, tracking project progress, analyzing campaign performance, and improving operational workflows. Strong organizational, analytical, and communication skills with the ability to manage multiple priorities, maintain quality standards, and support business objectives in fast-paced environments. Holds Bachelor's and Master's degrees in Media & Communications.

EDUCATION

National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"

Master's Degree – Media & Communications

National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"

Bachelor's Degree – Media & Communications

EXPERIENCE

Customer Service & Marketing Coordinator

Feb 2026 – Present

RideBuyers / Benchmark Automotive

Vaughan, ON

- Coordinate marketing requests, campaign execution, and customer communications while supporting business priorities and operational objectives.
- Collaborate with leadership, sales, and creative stakeholders to manage project timelines, marketing deliverables, and promotional initiatives.
- Track campaign performance, customer engagement, and operational metrics to identify opportunities for continuous improvement.
- Develop marketing content, creative assets, and communications that align with brand standards and organizational goals.
- Maintain accurate documentation, project records, and marketing materials to ensure quality and consistency.
- Identify workflow improvements and recommend process enhancements to increase operational efficiency.
- Support multiple concurrent marketing initiatives while meeting deadlines in a fast-paced environment.

Marketing & Client Communications Coordinator

Nov 2023 – Jul 2024

Window Experts

Toronto, ON

- Coordinated digital marketing campaigns, customer communications, and creative production activities.
- Assisted with marketing project planning, scheduling, and execution across multiple channels.
- Prepared reports, presentations, and communication materials for internal stakeholders.
- Maintained marketing documentation, client records, and campaign assets.
- Collaborated with cross-functional teams to ensure projects were completed on time and aligned with business objectives.
- Monitored campaign performance and customer engagement metrics to support continuous improvement.

Front Desk & Client Service Representative

Aug 2025 – Dec 2025

Amal Restaurant

Toronto, ON

- Coordinated customer requests, scheduling, and daily operational activities in a high-volume environment.
- Managed multiple priorities while maintaining excellent customer service and attention to detail.
- Supported event coordination and administrative activities as required.

Sales Associate

Mar 2023 – Jun 2023

Coach

Calgary, AB

- Delivered premium customer experiences while supporting marketing initiatives, merchandising, and promotional campaigns.
- Built customer relationships through effective communication and consultative selling.
- Contributed to operational excellence through accurate transaction processing and teamwork.

TECHNICAL SKILLS

Marketing Operations

Marketing Project Coordination

Marketing Communications

Campaign Management

Project Management

Process Improvement

Workflow Management

Stakeholder Management

Internal Customer Service

Request Management

Cross-Functional Collaboration

Quality Assurance

KPI Tracking

Marketing Analytics

Performance Reporting

Creative Production Coordination

Event Coordination

Documentation Management

Process Documentation

Microsoft Office Suite

Microsoft Excel

Microsoft PowerPoint

CRM Systems

Microsoft Word

Outlook

Google Workspace

Figma

Canva

Meta Ads Manager

TikTok Ads Manager

Google Analytics (Basic)

Marketing Reporting

Project Coordination Tools

CORE COMPETENCIES

Marketing Operations • Marketing Project Coordination • Marketing Communications • Campaign Management • Project Management • Process Improvement • Workflow Management • Stakeholder Management • Internal Customer Service • Request Management • Cross-Functional Collaboration • Quality Assurance • KPI Tracking • Marketing Analytics • Performance Reporting • Creative Production Coordination • Event Coordination • Documentation Management • Process Documentation • Microsoft Office Suite • Microsoft Excel • Microsoft PowerPoint • CRM Systems

TECHNICAL SKILLS

Microsoft Excel • Microsoft PowerPoint • Microsoft Word • Outlook • Google Workspace • CRM Systems • Figma • Canva • Meta Ads Manager • TikTok Ads Manager • Google Analytics (Basic) • Marketing Reporting • Project Coordination Tools