

Violet Strelchik

Social Media Strategy • Brand Storytelling • Campaign Planning

SUMMARY

Strategic, idea-driven marketer who thinks beyond the post: I care about content pillars, positioning, and what actually grows an audience, not just what goes up next. Background in building social media strategy and brand positioning from the ground up, paired with a sharp eye for visual storytelling and a natural instinct for what makes a brand feel cohesive. Self-starter who takes ownership of an idea and runs with it, from first concept to finished content.

ACADEMIC & STRATEGY PROJECTS

Social Media Strategy & Content Calendar | Bachelor's Capstone Project 2024–2026

- Built a full social media strategy from the ground up for an international startup based in Dubai, from content pillars through rollout
- Defined platform-specific voice and posting cadence across channels, shaping a consistent, on-brand presence
- Built a structured, launch-aligned content calendar mapping content pillars to publish dates and campaign milestones
- Researched audience targeting and current digital trends to keep the strategy current and engaging
- Designed a community engagement approach to build audience connection and keep the brand top-of-mind post-launch

Brand Positioning & Growth Strategy | MBA Consulting Project 2025–2027

- Led a strategic marketing consulting project focused on brand positioning, audience segmentation, and growth strategy
- Conducted audience segmentation to identify how voice and messaging should shift across different target groups
- Translated business goals into a clear, story-driven brand positioning that stakeholders could act on
- Presented findings, performance implications, and recommendations directly to project stakeholders

EDUCATION

Master of Business Administration (MBA) | Northwest University 2025–2027

Bachelor of Arts in Marketing | Northwest University 2024–2026

— Dean's List Student

LANGUAGES

English • Ukrainian • Russian

WORK EXPERIENCE

2024–PRESENT

Hospitality Coordinator | Life Christian Church

- Planned and ran events for hundreds of attendees end to end, from concept through execution, shaping a warm, on-brand experience
- Recruited and managed volunteers and logistics, taking ownership of the full event from planning to delivery
- Oversaw scheduling and inventory to keep every event on time and consistent with the intended vision

2023–PRESENT

Transportation Dispatcher | Bogdan Delivery

- Managed high-volume, time-sensitive scheduling across multiple stakeholders in a fast-paced environment
- Communicated clearly and consistently with clients, building strong working relationships
- Solved problems quickly and independently under pressure, taking ownership without waiting to be told

CREATIVE INTERESTS

Personally drawn to branding and visual storytelling — regularly shoots and edits short-form video for fun, follows Instagram and TikTok trends closely, and enjoys picking apart what makes a brand's aesthetic and voice cohesive.

SKILLS

Content Strategy	Campaign Planning
Content Pillars	Instagram & TikTok
Brand Positioning	Community Engagement
Content Calendars	CapCut / Canva (basic)

CONTACT

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