

# Vitaliy Polyanko

GRAPHIC DESIGN | MARKETING

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206.819.1204

Experienced and versatile visual designer looking to broaden my network and grow my career. I am working towards becoming a creative leader in the design world and looking for opportunities in the corporate design field. Creative thinking, adaptability, time management, and working in a fast-paced environment are all skills that I bring with me to every job.

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## EXPERIENCE

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### **Freelance Designer**

Self-Employed

*September 2011 - Current*

Creative professional with 10+ years developing, engaging and innovating for a niche range of clients. Had the pleasure of growing many local businesses with great success. Highly adaptable in collaborative work environments providing necessary leadership to help conceptualize ideas and execute practical and effective marketing goals to reach target groups.

### **Senior Marketing Coordinator**

Kidder Mathews

*May 2019 - January 2022*

Coordinated the planning, development, and implementation of CRE properties to enable local and international buyers to view listings and investments via RCM and other media reaching up to 300k worldwide users yielding maximum market exposure.

Studied market trends and user feedback then extrapolated the data to understand customer needs and expectations and presented key insights to management and shareholders in order to create the best marketing campaign for each property.

Implemented A/B testing to determine reasoning behind customers' top choices and created solutions to improve under-performing market reach. This resulted in transactions valued at over \$5M in gross revenue and a total annual transaction volume of \$10.9B.

### **Senior Marketing Assistant**

Kidder Matthews

*September 2017 - January 2018*

Curated multiple projects with competing deadlines and oversaw marketing campaigns while consulting with Executives and clients on the optimization of property exposure.

Provided administrative and clerical support to company shareholders and their clients while owning the coordination and integral involvement in company wide marketing activities including campaign management, communication, and special projects.

### **Marketing Assistant**

Kidder Matthews

*October 2015 - September 2017*

Designed and developed marketing campaigns always striving to exceed client expectations. Prepared and produced content for executive meetings and presentations. Created the visual design of brokerage brochures, pamphlets, and web broadcasts.

### **Technical Director**

NewLife Church - Volunteer

*January 2015 - February 2017*

Worked closely with the Production Manager and Pastors to produce live video content. Produced and directed live productions; managing a team of videographers to create compelling and dynamic content for church services, school productions, and concerts yielding a more natural and engaging church atmosphere.

### **Production Designer**

CEJS - Seattle University

*September 2014 - June 2015*

Drove brand awareness through the creation of graphics and visual aids for marketing and sales presentations, training videos and corporate websites. Participated in the production of print and promotional pieces for key clients under the direction of the Marketing Department.

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## EDUCATION

### **Seattle University**

BA in Digital Design

*June 2015*

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## TECHNICAL PROFICIENCIES / SKILLS

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Adobe CC

Marketing

Creativity

Microsoft Office

Strategy

Leadership

HTML + CSS

Research

Communication

Presentation

Branding

Typography