



KATERYNA KURDYUK

Vancouver, B.C., Canada

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CAREER OBJECTIVE

Communications | Content | Community Engagement

Creative and adaptable communications specialist with a global background in education, research, events, marketing, content development, and community engagement. Seeking to contribute to mission-driven organizations through inclusive storytelling, community-building, and strategic communication.

EDUCATION

2009 - 2010	Master of Arts in Media and Communications <i>University of Melbourne</i> 100% Research; 1.5 years duration
2002 - 2007	Bachelor of Arts Honours in Communication Studies <i>Simon Fraser University</i> 20% Research; 4.5 years duration

SOFTWARE & TOOLS

Proficient in: Wix/WordPress, Trello/Asana/Monday, CRMs, Canva, Adobe Creative Suite, CapCut, Microsoft Office Suite, Google Workspace, Mailchimp, Later, Eventbrite, Drupal, SEO&GEO, HTML & CSS familiarity

LANGUAGES

English (Native), Russian, Ukrainian, Spanish

RECENT AND RELATED EXPERIENCE

2024-Present Vancouver	Paragon Testing - CELPIP Speaking Rater + Assess English language proficiency for CELPIP candidates using standardized rubrics, ensuring accuracy
2020-2025 Santiago, Chile	Ancestral - Artisanal and Holistic Food for Companion Animals <i>Co-Founder/Marketing/Branding/Communications</i> + Co-founded small business making holistic, handmade pet snacks rooted in natural nutrition + Built brand identity, content, and digital presence with Adobe and Wix, using SEO and GEO and social media + Designed products with local ingredients, minimal packaging, and eco responsibility + Created research-based copy to communicate wellness concepts to diverse audiences through storytelling and content marketing
2018-2020 Santiago, Chile	ChileToday (Online Newspaper) <i>Journalist</i> + Produced widely read political and cultural reporting with original photojournalism for Chile's only English-language newspaper.
2018-Present Online	Online English Tutor (Preply, Speakeasy, VIPKID and Self-Employed) + Design tailored one-on-one English classes for clients ranging from CEOs to refugees, achieving a high rebooking rate and consistent 5-star feedback
2020-2023 Santiago, Chile	Alternative Santiago Walking Tour <i>Creator</i> + Researched and led story-based walking tours in Santiago, connecting history, geopolitics, and current events, and earned a 5-star Airbnb rating for engaging storytelling and knowledge
2019-2020 Santiago, Chile	Nislo Research <i>Researcher and Writer - Remote with UK</i> + Conducted in-depth research and produced academic sample papers on diverse topics + Delivered high-quality, well-researched content, earning consistently positive feedback and high client satisfaction

EXPERIENCE CONTINUED

2018-2019 Santiago, Chile	DUOC UC College <i>English Professor</i> + Designed and delivered communicative English courses aligned with the college's institutional curriculum, integrating authentic materials to support learner engagement and skill development
2015 - 2018 Dubai, UAE	American University in Dubai <i>Student Activities Coordinator: Community Engagement/Marketing/Communications</i> + Planned and executed 30+ student events annually, increasing campus visibility and engagement + Managed event logistics, AED 265,000 budget, and promotional strategies that boosted engagement + Created and delivered marketing content and branded collateral to enhance campus visibility + Launched a Cultural Exchange Program and advised the Student Government Association and 20+ clubs on policy, communications, and engagement
2014 - 2015 Dubai, UAE	The Emirates Group/Emirates Airline <i>Cabin Crew</i> + Delivered exceptional customer service while representing Emirates, consistently upholding the standards of a world-leading brand across diverse global settings
2010-2011 Melbourne, Australia	nSynergy <i>Marketing Assistant</i> + Supported cross-branch marketing with Melbourne and Shanghai teams to deliver digital product launches + Coordinated logistics, partner communications, and vendor scheduling, while producing event collateral, outreach campaigns, and CRM communications to drive registrations and engagement
2012 Vancouver	Vancouver Fashion Week <i>Public Relations Manager/Media Liaison (Stipend)</i> + Led a media team of 20-30 volunteers for the Fall/Winter 2012 season, securing media partners and sponsors to deliver the most successful season in visibility and attendance
2007 - 2009 Vancouver	Greenspirit Strategies Ltd. <i>Researcher/Consultant/Public Relations</i> + Researched environmental policies, market trends, and client needs to inform strategy and content + Helped produce portfolios, newsletters, brochures, and media releases tailored to client priorities + Increased revenue by developing client websites and writing optimized web content + Drafted op-eds and communication materials that advanced client visibility and impact
2005-2007 Vancouver	The Liberal Party of Canada Office (British Columbia) <i>Assistant to Communications Director</i> + Managed volunteer and donor CRM records and streamlined digital databases for accurate, accessible communication + Produced promotional materials and targeted outreach to support political initiatives and campaigns + Drove engagement by creating tailored communications for donors and volunteers

VOLUNTEER EXPERIENCE

2018-2019 Santiago, Chile	Adopta Perro <i>Animal Rescue and Care Volunteer</i> + Supported a grassroots animal rescue effort with photography, social media content and fundraising
2017-2018 Dubai, UAE	ES Dubai - Career Cafe <i>Volunteer Career Advisor</i> + Helped international students refine CVs, build confidence in English for job interviews, and navigate local employment opportunities
2015-2016 Dubai, UAE	AUD International Aid Society (AIA) & Adopt-a-Camp English Classes <i>Volunteer ESL Teacher</i> + Taught English to UAE labourers in order to aid them in integrating into the greater community

ABOUT

I am adventurous and passionate about exploring the world and encountering diverse cultures, with professional and personal experiences in Ukraine, Australia, the UAE, Chile, and Canada. I love reading and hiking with my dog, Keira.