



MAKSYM VASYLEVYCH

CONTENT STRATEGIST / SOCIAL MEDIA MANAGER

PORTFOLIO:

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CONTACT ME:



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ABOUT ME:

Creative powerhouse with 5+ years of hands-on experience in digital storytelling, social media growth, and brand building. I create scroll-stopping content and scalable strategies for brands across lifestyle, hospitality, fashion, and culture. From Kyiv to Berlin to Toronto. I bring international flavor and flawless execution.

EDUCATION:

Humber College – Diploma in Media Communications

Toronto, ON | 2021 – 2023

Focus: Photography, Videography, Web Design, Digital Marketing, UX/UI

IT Step Academy – Photoshop & Photo Editing

Kherson, Ukraine | 2018 – 2019

Kherson Academic Lyceum – International Relations

Ukraine | 2015 – 2019

Vancouver Film School – Film Production & Editing

Vancouver, BC | 2019

PROFESSIONAL EXPERIENCE:

Highsnobiety – Lifestyle Media & Culture Platform

Content Intern – Social Media & Editorial Berlin,

Germany | Jul 2023 – Sep 2023

- Assisted in the creation of daily content for 1M+ audience across Instagram and TikTok.
- Researched global fashion and subculture trends to support editorial direction.
- Designed visual stories using Adobe Suite and Canva Pro.
- Coordinated BTS content and UGC scouting for a Berlin-based streetwear collab campaign.

On The Block – Real Estate Agency

Social Media Manager

Toronto, ON | Dec 2022 – Jan 2023

- Managed and optimized Instagram, Facebook, LinkedIn & TikTok accounts.
- Created high-quality visuals to showcase listings and market insights.
- Increased overall profile engagement by 46% via consistent visual branding.

Freelance Social Media Manager & Content Creator

Remote | May 2020 – Present

- Developed digital strategies and original content for brands in hospitality, beauty, wellness, and fashion.
- Launched and managed paid campaigns with up to 3x ROAS.
- Organized photo/video shoots, edited reels, designed feed aesthetics, and handled community engagement.

Bulldozer Group Ukraine – Premium Hospitality

Social Media & Content Strategist Kyiv, Ukraine | Jun

2020 – Nov 2021

- Executed content and social strategies for venues like Queen Kyiv, Fish Fetish, and Virgin Izakaya.
- Produced TikToks and Instagram Reels aligned with brand tone, doubling organic engagement in under a year.
- Coordinated influencer partnerships and campaign rollouts for high-profile events.

Amnesty International

Volunteer Content Creator Remote | 2019

- Produced educational video content centered on human rights and social justice topics.

SKILLS:

Creative & Strategy: Brand Voice Development, Social Media Campaigns, Visual Storytelling, Trend Forecasting
Content Production: Photography, Videography, Reels/ TikTok Editing, Copywriting, Content Calendars

TOOLS AND SOFTWARE:

- Adobe Suite: Photoshop, Lightroom, Illustrator, Premiere Pro, InDesign
- Meta Business Suite, TikTok Ads, Canva, Later, Hootsuite
- Microsoft Office 365 (Word, PowerPoint, Excel)