



## Anastasiia Menshikova

Creative Visual Designer & Marketing Specialist

### SKILLS

#### Digital Marketing

- Marketing Research & Strategy
- Social Media Marketing (SMM)
- Visual Content Creation

#### Graphic Design Programms

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Procreate

#### Web Design & Development

- WordPress
- HTML & CSS
- JavaScript (basic)

#### E-commerce

- Shopify / WooCommerce
- CSV Product Management
- Advanced store customization

#### UI & UX Design Foundations

- User Research & Testing
- User Flows & Interaction Design
- Wireframing & Prototyping

### LANGUAGES

English - B2 (Upper intermediate)

Finnish - B1 (Intermediate)

Russian - C2 (Native)

### HOBBIES & INTERESTS

Hand Drawing

Psychology & Human Behavior

Cycling & Hiking

Espoo, Finland  
menshikova.anastasiia@gmail.com  
[LinkedIn](#)

### ABOUT

Recent graduate of Haaga-Helia University with a passion for visual marketing. Eager to bring fresh energy, strategic thinking, and strong graphic and web design skills to create bold, meaningful solutions.

### EXPERIENCE

#### Visual Marketing and Content Specialist

Self-employed | Nov 2023 - present

- Deliver marketing strategies and graphic design solutions for clients.
- Design and develop responsive websites and landing pages.
- Create, maintain, and optimize Shopify-based e-commerce stores.
- Design social media graphics and banners tailored for various platforms.

#### Graphic Designer

Freelancer | Jan 2020 - May 2022

- Handled occasional client projects while studying full-time.
- Focused on brand identity design and social media visuals.
- Built a personal portfolio featuring logo design, branding, and digital graphics.

#### Graphic Designer

Arvokonseptit Oy | Internship | Nov 2018 - Apr 2019

- Produced designs and layouts for products, souvenirs, and packaging.
- Designed marketing materials, including banners and brochures.
- Assisted the creative team in developing concepts for client projects.

#### Advertising Manager

Lentorg, Petrozavodsk, Karelia, Russia | Jan 2013 - Oct 2013

- Led advertising campaigns across online, indoor, and outdoor platforms for 18 grocery stores in Karelia.
- Managed ad strategy, media planning, and budgets.
- Collaborated with agencies, printers, marketers, designers, and SEM vendors to ensure cohesive brand messaging and high-quality campaign execution.

#### Marketing And Advertising Manager

Furniture factory Ladya, Moscow | Jun 2009 - Dec 2012

- Led multi-channel ad campaigns across online, indoor, and outdoor platforms.
- Maintained brand consistency across 20+ retail furniture stores.
- Managed ad strategy, media planning, and budgets.
- Created digital content to boost engagement and sales online.

### EDUCATION

#### Haaga-Helia University of Applied Sciences

Porvoo | BBA, International Sales and Marketing | Aug 2020 - Jun 2025

#### Moscow Humanitarian University

Moscow | Public Relations, Advertising, and Applied Communications  
2008 - 2012

#### Publishing and Printing College

Moscow | Communication and Media Studies | 2005 - 2008