

ERIKA MASKOBI

Graphic Designer experienced in creating digital campaigns, marketing materials, social media content, video assets, and product photography for a leading consumer brand. Skilled in Adobe Creative Cloud, branding, and visual storytelling, with a strong ability to collaborate across teams and deliver creative solutions that support business and marketing objectives.

Specialties:
Branding | Marketing Campaigns | Social Media Design | Motion Graphics | Print Production | Product Photography | Video Editing

LOCATION

Oakville, ON

EDUCATION

2024–2025	Advertising & Graphic Design Humber Polytechnic, Toronto ON
2016–2020	High School Diploma King City Secondary School, King City ON

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Figma

SKILLS

Social Media Design
Typography
Layout Design
Video Editing
Photo Editing/Retouching
Project Management

PORTFOLIO

erikamaskobi-designs.ca

WORK AUTHORIZATION

Dual citizen of Canada and the United States.

EXPERIENCE

May 2025–Present | Yamaha Motor Canada | North York, ON

Graphic Design Coordinator

- Collaborated with marketing and creative teams to develop integrated digital and print campaigns supporting Yamaha’s product portfolio.
- Designed and produced digital banner ads, sales ads, and event advertisements.
- Developed video content for social media reels, digital ads, and product commercials.
- Retouched and edited high-quality merchandise and product photography for use across eCommerce.
- Ensured brand consistency across digital, print, retail, and eCommerce marketing materials.
- Managed multiple concurrent creative projects while meeting deadlines and following up with internal teams for review.

Feb 2024–April 2025 | Sephora Canada | Etobicoke, ON

Operations Consultant

- Organized racks and shelves to maintain store visual appeal, engage customers, and promote merchandise.
- Developed strong customer relationships that encouraged repeat business.
- Helped customers locate products and checked store system for merchandise at other sites.
- Provided positive first impressions to welcome existing, new, and potential customers.
- Rotated stock and restocked shelves to maintain product availability and store appearance.
- Processed shipments efficiently to maintain product availability.

Sept 2021–June 2022 | Staples Canada | Aurora, ON

Copy and Print Associate

- Consult and provide recommendations on print media solutions for customers.
- Pay close attention to detail and instructions and manage projects while following proper procedures.
- Produced high-quality graphics under tight deadlines, ensuring timely delivery of final products to clients.
- Managed multiple projects simultaneously, prioritizing workload effectively to meet strict deadlines.
- Maintained calm demeanor and professionally managed issues in busy, high-stress situations.