

Artem Borodkin

Social Media Content Producer

Portfolio: artemborodkin.com

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SUMMARY

Social media content producer with 2+ years of shooting, editing and publishing content for Toronto restaurants. Grew three restaurant Instagram accounts by 21,000+ followers, generated 10M+ views for clients in 12 months with Reels reaching up to 490K, and helped keep a Yorkville restaurant fully booked every Friday and Saturday.

EXPERIENCE

Social Media Content Producer | Freelance, Toronto, ON

Jun 2024 - Present

Produced 350+ Reels and 900+ photos for Toronto restaurants and a marketing agency, from shoot planning to publishing and Meta Ads.

- Grew **De Paris** (Yorkville) Instagram 5x in 10 months, from 2,200 to 12,000 followers, by promoting an exclusive offer through Meta Ads; a 90-day push added 6,000+ followers and 2,600+ booking-link taps and kept Friday and Saturday nights fully booked.
- Built **Georgian House** Instagram from zero to 9,000 followers by producing all photo and video content and running Meta Ads; supported the launch of its second location with content and ads.
- Managed \$34K+ in Meta Ads across 4 restaurants; for **Bomond's** group birthday events (7-50 guests), cut cost per lead 58% vs. the previous agency and built an AI chatbot that took DM leads to booking.
- Concepted, filmed and edited a founder-interview promo Reel for **Hoyra** (Ukrainian gastrobar) that reached 250K organic views, over 50x its follower count.
- Photographed and designed the full **PURI Georgian Bakery** menu and set up Uber Eats storefronts with menu photography for PURI and Georgian House.
- Produced outsourced content for **OneCore Media**, a Toronto marketing agency, plus promo videos for barbershops, a law firm and a boat company.

SKILLS

Content: Photography, videography, Reels and Stories, food photography, video editing, retouching, captions

Social and Paid: Campaign concepts, content strategy, Insights reporting, Meta Ads, creative testing, AI chatbots

Tools: Premiere Pro, CapCut, Photoshop, Canva, Meta Ads Manager, Meta Business Suite, Nano Banana (AI)

Equipment: Sony mirrorless camera and lenses, 4-light kit, gimbal, microphones, backdrops, haze machine

EDUCATION

Honours Bachelor of Commerce, Marketing | Seneca Polytechnic, Toronto, ON

2022 - 2026

LANGUAGES

English (fluent), Russian (native), Ukrainian (native)