

ANNA SHCHEGLOVA

anna.wifrest@gmail.com | 437-622-3151 | <https://www.linkedin.com/in/anna-shcheglova-ca>

WORK EXPERIENCE

Assistant Producer / PA

June 2026 - Present

Freelance | Toronto, ON

- Support professional commercial productions across Toronto as a Production Assistant and Assistant Producer, collaborating with ACTRA performers, ACCP production companies and agency teams in fast-paced environments.
- Coordinate production and post-production workflows, including call sheets, crew and talent communication, on-set logistics, file handoffs, feedback, urgent requests.

Production Assistant

April 2026 - Present

West&SOCIAL | Toronto, ON

- Coordinate project timelines, meetings, files, approvals, feedback and delivery details across multiple client video and digital projects.
- Maintain production trackers and communicate accurate updates on assets, deliverables and priorities between clients, producers, editors and internal teams.
- Organize production materials and digital files across Google Drive and Frame.io, supporting clear naming, version control, access and final delivery.

Content Creator

May 2025 - April 2026

Essbar | Toronto, ON

- Planned and produced social content for a CPG brand, including content planning, product photos, videos, interviews, event coverage and final posts.
- Supported shoots and brand activations from preparation through delivery, handling filming, production coordination, file organization, and social media updates.

Event and Production Assistant

June 2023 - May 2025

HB Studios, Open Mic, BLSA & Commercial Productions | Toronto, ON

- Supported live events, music performances, business meetups and commercial shoots through attendee check-in, guest-list coordination, setup and on-site assistance.
- Organized an Open Mic event for more than 50 attendees, coordinating performer communication, event flow, equipment needs and audience arrival.

EDUCATION

Video & Design Production

September 2024 – April 2026

George Brown Polytechnic | Final GPA: 3.8/4.0

Certifications: Smart Serve Ontario | WHMIS | Food Handler Certification

Languages: English, Russian