



## SUMMARY

### Technical Experience and Knowledge

- Graphic design and Marketing professional with diverse experience in the creative industry on an array of digital and print media
- Self-motivated and keen to maintaining up-to-date qualifications within graphic design industry by the completion of my course with honours along with keeping up current best practices
- Expert knowledge and understanding of social media campaigns and analytics

### Communication and Interpersonal Skills

- Effective listener and communicator who builds strong working relationships with team members, clients based on mutual trust
- Adds insight and value into design conversations by sharing my ideas, identifying opportunities for creative solutions to meet clients and business needs
- Loves feedback and constructive criticism
- Respectful of client confidentiality and integrity of sensitive projects / information
- Can meet urgent deadline-driven tasks

### Research, Analytical and Problem Solving Skills

- Conceptualizes, identifies and recommends several different design ideas based on current best practices within the industry
- Maintains and manages a database of digital assets from content, photography and video to support any anticipated clients needs. Occasionally taking inventory and or replenishing the assets with more relevant content

### Project Management and Planning Skills

- Organizes and manages workloads through time management skills, overseeing project schedules and timely completion.
- Proactive in managing projects and customer expectations through strong communications skills

## SKILLS

- Adobe InDesign 2021
- Adobe Illustrator 2021
- Adobe Photoshop 2021
- Adobe Lightroom 2021
- Adobe After Effects 2021
- Adobe Premier Pro 2021
- Google and Facebook Digital Marketing
  - Google My Business
  - Social Media Management
  - Email Marketing
- Web Design
  - WordPress, CMS
  - UI/UX Design
- Videography (DSLR)
- Photography (DSLR)
  - Professional Stock Content Contributor
- Social media managing and content creation
  - Instagram, Facebook
- MS Office 365

## EDUCATION

### Graphic Design

Niagara College Canada , Welland, ON  
Current Honour Roll

### Heating , Refrigeration and Air Conditioning

Mohawk College, Stoney Creek, ON  
Diploma - Honours Graduate

### Advanced Police Foundations

Mohawk College, Hamilton, ON  
Advanced Diploma - Honours Graduate

### Police Foundations

Mohawk College, Hamilton, ON  
Diploma

## PROFESSIONAL EXPERIENCE

### Graphic Design Technologist

Hauser's Pharmacy, Dunnville, ON

May, 2021  
to present

Designing and creating a variety of engaging digital and print media content. This included company promotional, advertisements for email marketing and newspapers, along with marketing content. Created illustrations, and used photography to support and promote company brand and strategy.

#### Key Achievements

- Successfully completed multiple client design projects in a timely manner utilizing my time management and my communication skills
  - Creating multiple projects that supported the company brand and image
  - Managed and provided strategic communication plans to promote events from concept to completion
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### Freelance Graphic Design

Designed content for small businesses through the use of photography and editing for various projects and social media purposes. Provided illustrations, brochures, and logos for non profits and other content creators.

#### Key Achievements

- Creating multiple engaging photos that helped bring more attention to the companies
  - Creating databases of edited photography for the onward use of content in future projects
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### Medical Receptionist

Dr.Kimberley McCallum Family Practice, Dundas, ON

September, 2010  
to August 2020

Detail-oriented, patient-focused and computer-savvy medical receptionist. Personable and courteous in all interactions with patients and team members and skilled at anticipating physician and practice needs. Effective in handling office and administrative tasks within busy, family physician practice

#### Key Achievements

- Assessing and anticipating the needs of the office and the team members
- Problem solving potential scheduling issues
- Using effective communication skills to assess issues and finding solutions how to overcome them