



*Graphic Designer, Videographer,
Social Media Marketer*

403.472.6639

Summary of Qualifications

Software

Adobe Illustrator	WordPress
Adobe Photoshop	Shopify
Adobe Lightroom	Canva
Adobe InDesign	CapCut
Adobe Premiere Pro	Hootsuite
Mac	Mac
Windows PC	Windows PC
Microsoft Office	
HTML	
CSS	

Specialization

Graphic Design
Social Media Marketing
Videography
Product Photography
Print Production
Branding

Interpersonal Skills

Detail Oriented
Fast Learner
Proactive Mindset
Result Driven
Team Player
Time Management

Work Experience

Pho Mr. Q

www.phomrq.com

2023 ~ Present
Calgary, AB

Content Creator, Videographer & Social Media Coordinator

- Produce photo and video content, significantly boosting the restaurant's popularity and engagement using creative storytelling
- Implement targeted media strategies, resulting in a substantial increase in social media followers and enhanced brand identity and online presence
- High adaptability in capturing high-quality footage in a fast-paced restaurant environment during peak hours without disrupting workflow
- Publish content across social media accounts including Instagram, Facebook, Tik Tok and Youtube
- Proactively manage all aspects of content creation, from concept development to publication

BBW International Inc.

www.bbwinternational.com

2017 ~ Present
Calgary, AB

Graphic Designer, Video Editor & Web Editor

- Develop marketing material for both digital and print advertisements including tradeshow booth banners, signage, and handouts
- Social media publication and scheduling content on BBW's social platforms and website
- Conceptualize designs from start to finish
- Design proposals and fillable forms for both B2B and B2C
- Employ a high level of attention to detail and complete projects with no supervision

Work Experience *(continued)*

Asian Gold Ribbon Campaign (AGR)

www.asiangoldribbon.com

2021 ~ 2023

Calgary, AB

Graphic Designer, Social Media Content Creator & Video Editor

- Logo design and development of the AGR brand identity
- Design visual content posted on AGR's social platforms including Facebook, Instagram, LinkedIn, Twitter and Youtube
- Post production and video editing of interviews, discussions and webinars including a nine episode educational series
- Design advertisements, reports, powerpoints, interactive PDFs and document proposals presented to shareholders
- High ability to work independently in delivering content with demanding deadlines
- Excellent communication and collaboration with team members working in different time zones

Informa Markets

www.informamarkets.com

2019

Toronto, ON

Contract Graphic Designer

- Developed signage and visuals for *The Buildings Show* and the *Canadian Real Estate Forums*
- Print production of banners, speaker boards, event posters, wayfinding/directional signage, and more
- Digital production of promotional material and advertisement for social media, web, and email newsletters
- Report to the Marketing Manager and coordinate tasks with the design team
- Executed strong multi-tasking skills and ability to deliver projects with competing priorities in a fast-paced environment
- Strong understanding of designing for print and design principles
- Made revisions to pre-existing designs while adhering to the brand guidelines

Graphic Designer, Videographer,
Social Media Marketer

403.472.6639

Education

Certificate in **Digital Marketing** 2020
Toronto, ON

BrainStation
www.brainstation.io

Diploma in **New Media Production & Design** 2015 ~ 2017
Calgary, AB

Southern Alberta Institute
of Technology (SAIT)
www.sait.ca

Certifications

Adobe Certified Associate in:

**Graphic Design & Illustration Using
Adobe Illustrator**

**Print & Digital Media Publication
Using Adobe InDesign**

**Visual Design Using
Adobe Photoshop**