

403.472.6639



Summary of Qualifications

Software

Adobe Illustrator	WordPress
Adobe Photoshop	Shopify
Adobe Lightroom	Wix
Adobe InDesign	Hootsuite
Adobe Premiere Pro	Slack
Adobe After Effects	Wrike
Adobe DreamWeaver	Mac
HTML	Windows PC
CSS	

Specialization

Social Media Marketing
Branding
Logo Design
Print & Web Design
Photography
Video Editing

Interpersonal Skills

Detail Oriented
Leadership
Management
Team Player
Fast Learner

Work Experience

BBW International Inc.
(COVID Safety Ambassadors™)

2017 ~ Present

www.bbwinternational.com
Toronto, ON & Calgary, AB

Graphic Designer, Video Editor & Web Editor

- Develop marketing material for both digital and print advertisements including tradeshow booth banners, handouts and posting content on the company's social media
- Logo design and brand development of BBW's pivot company COVID Safety Ambassadors™ (CSA)
- Design interactive PDF forms for staff to fill out digitally as well as client proposals/sell sheets
- Storyboarding and video editing training videos for the CSA e-learning platform in educating their staff on managing the public during the COVID-19 pandemic
- Management of the BBW International Inc. website, uploading documents for staff and editing copy
- Employ a high level of attention to detail with no supervision and maintaining strong communication with staff to meet project deadlines and exceed expectations

Shabby Chic Antiques

July - August 2020

@LisaShabbychicantiques @shabby_chic_antiques
Highriver, AB

Graphic Designer, Photographer & Social Media Marketing Consultant

- Logo design, branding and launch of the Shabby Chic Antiques Facebook and Instagram accounts
- Educate the owner on social media marketing, understanding the analytics, creating an ad, increase followers, and how to run a business on social media
- Photography and photo editing of products for advertisement and social media

Work Experience *(continued)*

Informa Markets

Oct ~ Dec 2019

www.informamarkets.com

Toronto, ON

Contract Graphic Designer

- Delivered content for advertisements, signage, social media, and marketing material for tradeshow
- Developed signage for The Buildings Show and the Canadian Real Estate Forums
- Responsible for onsite trade show supervision of union workers to ensure proper display of signage
- Utilized strong multi-tasking skills and ability to deliver projects with competing priorities in a fast-paced environment
- Made revisions to pre-existing work, adhered to brand guidelines and produced new creative projects
- Employed strong collaborative skills while working with the marketing team and other stakeholders

Dream Image Signs

Apr 2018

www.dreamimagesigns.ca

Calgary, AB

Contract Graphic Designer

- Developed a series of product mock-ups including banners, signs, and vehicle wraps to serve as previews for customers to visualize how the products will look before placing an order

Studio Bell: National Music Centre

www.studiobell.ca

Calgary, AB

Mar ~ Apr 2017

Graphic Design Intern

- Conceptualized designs and developed a series of postcards and other merchandise in celebration of the museum's one year anniversary
- Given creative freedom to expand from the company's corporate branding and deliver designs in a new artistic style

Graphic Design • Marketing • Video Editing

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Education

Certificate in

Mar ~ Jun 2020

Digital Marketing

BrainStation - Toronto, ON

www.brainstation.io

Diploma in

2015 ~ 2017

New Media Production & Design

Southern Alberta Institute of Technology (SAIT) - Calgary, AB
www.sait.ca

Certifications

Digital Marketing
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Premiere Pro