

Graphic Design • Marketing • Video Editing

403.472.6639



Summary of Qualifications

Software

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

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

**Asian Gold Ribbon
Campaign (AGR)**

*Apr 2021 ~ Present
Calgary, AB*

www.asiangoldribbon.com

**Graphic Designer, Social Media Content Creator &
Video Editor**

- Design AGR logo which has become the emblem of the anti-Asian racism movement and has been featured on global television
- Development of brand identity produced on AGR face masks and pins
- Create all visual content posted on AGR's social platforms
- Edit interviews, webinars, and all video content
- Post production of a nine episode educational series used as resource materials in Canada's school system
- Design advertisements, reports, powerpoints, interactive PDFs and document proposals presented to government officials and the Edmonton Board of Education
- Ability to deliver content with a quick turnaround under pressure and demanding deadlines

BBW International Inc.
(COVID Safety Ambassadors™)

*2017 ~ Present
Toronto, ON
Calgary, AB*

www.bbwinternational.com

Graphic Designer, Video Editor & Web Editor

- Develop marketing material for both digital and print advertisements including tradeshow booth banners, handouts
- Logo design and brand development of BBW's pivot company COVID Safety Ambassadors™ (CSA)
- Design interactive PDF forms and proposals for both B2B and B2C
- Storyboarding and post production of training videos hosted on the CSA e-learning platform
- Management and publishing content to all social media platforms and website
- Employ a high level of attention to detail with no supervision while maintaining strong communication with team to achieve deadlines and exceed expectations

Work Experience *(continued)*

Shabby Chic Antiques

July - August 2020
Highriver, AB

 @LisaShabbychicantiques  @shabby_chic_antiques

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

Informa Markets

Oct ~ Dec 2019
Toronto, ON

www.informamarkets.com

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

Studio Bell: National Music Centre

www.studiobell.ca

Mar ~ Apr 2017
Calgary, AB

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

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Education

Certificate in

Digital Marketing

Mar ~ Jun 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

Digital Marketing
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Premiere Pro