



## WHAT I DO

- HTML5 / CSS3 / jQuery
- WordPress development (PHP)
- Information architecture
- Wireframe development
- Online marketing strategy
- Creative concept development
- Graphic & layout design
- Image compositing
- Prepress processing
- Copywriting

## WHAT MAKES ME DIFFERENT

### Big Picture Thinking

My background in marketing means I'll always appreciate the larger context of my communications work.

### Strategy Development

I do market & industry analysis, marketing mix development, promotional plan development, and social media planning.

### Smart Work Ethic

I'm one of those multi-tasking, self-organizing, deadline-meeting, self-driven kind of people.

### Professional Office Skills

I enjoy professional interaction with clients, can make executive-level presentations, and have been trained in project management.

### Real World Experience

I've done work for large corporations, small & medium-sized businesses, professional associations, non-profit organization, fun local events, and inspiring individuals.

## WHAT GETS ME GOING

I'm passionate about what I do, and love using my skills to help promote meaningful projects. Projects that have the potential to transform lives and transform the world, even if it's only in a small way. I am a keen observer of my industry's trends, which helps to inform my sensitive eye for design, and quench my thirst for new techniques. I love working with other professionals who are passionate about what they do, and love helping them get where they're going.

## SELECT CLIENTS

### Entertainment

Live Nation Entertainment  
Ticketmaster  
Hype Music Publicity & Promotion  
Synthetic Entertainment  
Indie Week Music Festival  
BalconyTV

### Craft Beer

Big Rock Brewery  
Black Oak Brewery  
Craft Beer Experiences

### Skin Care

VitalScience Professional  
Dermaglow  
CeraVe  
Heiko

### Non-profit / Social

University of Regina  
YWCA Regina  
Wayne Roberts  
Pete's Greens CSA  
Building Bridges Scholarships  
Metropolitan United Church  
Rebuilding Dreams  
Toronto Youth Food Policy Council

### Small Business

Steve Biggs - Gardening expert  
Cloud 9 - Home Renovations  
The Cook's Place - Kitchen wares  
Wanstrom & Assoc. - Film publicity  
Gerald Martindale - Organ Instruction  
The Butcher Shop - Masks & Props  
Wall Talk - Decorative Vinyl  
Flight Deck - Flight Simulators

## OTHER SKILLS AND ACCOMPLISHMENTS

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### BUSINESS WRITING

- » Writing and editing reports, business plans, promotional content, correspondence, etc.
- » Reviewed & edited a \$15,000 business analysis report to better satisfy the client's needs
- » Researched and developed 5 professional business plans of approx. 20 pages each
- » Led 4 teams of content writers in the composition of a variety of business analysis reports

### PROFESSIONAL SPEAKING

- » Presented at WordCamp Toronto 2011, discussing WordPress control panel customization
- » Delivering presentations, directing colleagues, and corresponding with stakeholders
- » Discussing promotional materials with freelance clients and pitching the resulting work
- » Prepared and delivered 2 influential presentations for Executive-level audiences

### PERSONAL ACCOMPLISHMENTS

- » Created a holiday charity project to raise funds for programs in developing countries
- » Increased the capacity of a primary school in rural Costa Rica by volunteering to build a classroom
- » Involved in keeping rehabilitation patients and homeless individuals connected to the wider community by volunteering in social activities and meal preparation

## EDUCATION

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### Diploma – Print & Web Professional - 2010

Toronto Image Works

- » Founding member of a professional working group for freelancers

### Bachelor of Business Administration (Marketing) - 2009

University of Regina

- » Graduated with distinction (85% GPA) and completed the Co-op Education Program
- » Demonstrated leadership, initiative, and ownership in a variety of group projects

### Project Management Training - 2007

Saskatchewan Telecommunications

- » Completed a training program covering all the aspects of complex project management

## EMPLOYMENT HISTORY

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### COMMUNICATIONS DESIGNER / LEAD WEB DEVELOPER - Toronto, May 2011 - Present

(Full Time) WordPress-powered websites (HTML/CSS/PHP/jQuery), information architecture, interactive wireframes, graphic design, online marketing plans

### GRAPHIC DESIGNER - VitalScience Corp., Toronto, Nov 2010 - April 2011

(Full Time Contractor) Packaging, advertisement, and web design for four national skincare brands

### COMMUNICATIONS DESIGNER - Regina & Toronto, Oct 2007 - Present

(Freelance) Producing websites, product packaging, posters, publications, social media plans, and more

### MARKETING CONSULTANT - Centre for Management Development, Regina, May - Aug 2008

(Co-op work term) Developed a marketing plan & project feasibility study, and edited reports

### PROJECT ADMINISTRATOR - Saskatchewan Telecommunications, Regina, Sept 2007 - May 2008

(Co-op work term) Kept track of two multimillion dollar business transformation projects

### BUSINESS ANALYST - Gov't of Saskatchewan Information Technology Office, Regina, Jan - Apr. 2006 / 2007

(2 Co-op work terms) Developed a business case framework for IT purchases and processed invoicing data

### COMMUNICATIONS OFFICER - University of Regina Industry Liaison Office, May - Aug 2005

(Co-op work term) Developed internal communications materials and performed market research