

OBJECTIVE

To apply my diverse skill-set in a multi-faceted role working as part of a communications team, where I can further develop my technical skills.

QUALIFICATIONS HIGHLIGHTS

- 10+ years of a full range of professional marketing and communications roles
- specialized in online marketing, website management, media and sponsorship relations, event coordinating and graphic design
- completion of post secondary education in Marketing, Business and Graphic Design
- exceptional communication, analytical and organizational skills
- participated in the development and implementation of numerous marketing strategies and campaigns
- strong computing skills on Mac/PC, social networks, blogging tools, plus working knowledge of HTML, CSS, SEO and CMS
- managed all aspects of online presence including web and content development and engaging social communities
- ability to manage multiple projects in a fast-paced, deadline-driven environment

PROFESSIONAL EXPERIENCE

Marketing Coordinator & Graphic Designer

BrooxieDesign

2006 - Present

- managed multiple projects concurrently from inception through to implementation including creative design
- liaised with clients, printers and contractors including conducting meetings and presentations
- completed all aspects of project management (i.e. estimates, contracts, time management and budgets)
- completed a variety of client projects including company branding, web design and development, CMS editing and content flow, packaging, event and promotional materials, publications and multiple e-newsletters
- completed all business administration functions (i.e. invoicing, accounting, file/data management and sales & marketing)

Website Content Project Manager

Animikii Inc

2006 - Present

- created, developed and managed content for organization's web presence using the YikeSite CMS
- organized a consistent look, feel and flow throughout all web properties including copy editing and proofreading
- completed a variety of client projects including web design and development, design of business collateral including fillable forms, surveys and promotional materials for print and web
- edited, developed and managed content ongoing for multiple websites
- liaised with clients and cross-departmental teams

Event Organizer/Sponsorship & Media Coordinator

Victoria Annual Ska Festival/Victoria BC Ska Society

2007 - 2009

- created, designed, and executed organization's ongoing e-mail campaign and annual event print program
- created print collateral such as event programs, sponsorship and advertising packages
- initiated and maintained relationships with festival partners (sponsors, media, advertisers and vendors)
- sought out advertisers and promoted sales of adverts for printed program and web media
- integrated Online Marketing strategy into festival promotions including website, e-newsletter, metrics and social media
- Volunteer Coordinated for two consecutive years then developed role for new applicant, who I trained and lead
- Initiated and implemented greening initiatives, coordinated hospitality department, information centre and logistics tent

Graphic Designer & Creative Coordinator

Peninsula Times Magazine

2006 - 2008

- laid out complete issue, designed editorials and flowed all text
- acquired and incorporated all graphic imagery
- up held existing magazine branding
- designed and produced client and in house artwork
- liaised with clients to collect and quality check all client submitted artwork
- liaised with printer, pre-flighted and prepared all files for print production

Community Events & Promotions Coordinator

The Zone @ 91-3/100.3 The Q! FM

2002 - 2005

- planned promotional concepts and event ideas followed by preparation and negotiation of promotional proposals
- coordinated and executed multiple station events and promotions including listener contests and performances
- executed administration tasks such as reports, scheduling, e-mailing, reception relief and listener/guest relations
- regularly updated station websites and data bases
- interviewed and managed radio station street team volunteers
- carried out promotional and fill-in on-air (DJ) duties and commercial narration (voicing)
- participated in public speaking engagements, media sponsorships obligations, station public appearances

TECHNICAL PROFICIENCY

Platforms: Mac, Windows

Software Expertise: Adobe Creative Suite (Photoshop, Illustrator, Acrobat and InDesign), Quark XPress, Skype and Microsoft Office Suite (Word, Excel, Power Point and Outlook)

Online Platforms: Facebook, Twitter, CMS and Blog Sites, Constant Contact, Hoote Suite, TimeFox, YouTube, Flickr, etc.

EDUCATION / PROFESSIONAL DEVELOPMENT

Social Media Marketing Best Practices Seminar 2011

The Power of Email & Social Media Marketing Seminar 2011

BCIT, Vancouver, BC

Graphic Design Diploma 2006

Pacific Design Academy, Victoria, BC

Business Marketing Diploma 2003

Business Administration Diploma 2003

Camosun College, Victoria, BC

VOLUNTEER COMMITMENTS

Creative Director/Website Communications

CAMRA Vancouver/September 2010 - Present

Media Coordinator/Steering Committee Member

DigitalEve Victoria/October 2004 - April 2005

Media/Sponsorship/Volunteer Coordinator

Victoria Project Literacy/Word Whiz Event/September 2003 - April 2005

REFERENCES

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