

WORK EXPERIENCE

Communications Coordinator

Municipality of Clarington

2018 to present

Planning, design, marketing, production and distribution of communications material. Develop promotional strategies for Municipal initiatives. Develop messages and content for social media and monitor news coverage. Implementation of Communications Plans.

Brand Coordinator

Town of Whitby 2018

Support and deliver brand strategies (print, web and digital) for community-focused initiatives while adhering to brand standards and guidelines. Liaise internally and externally to provide guidance and design/produce print and digital marketing materials

Marketing & Communications Coordinator

Kerr Industries 2018

Design and produce various marketing materials. Develop visual guidelines and brand strategy that includes a consistent identity and strategic marketing approach. Coordinate participation in industry tradeshow. Design, develop and launch of kerrindustries.com and crown-na.com. Initiate Kerr's digital presence through social media.

Graphic Design Lead

Ontario Tourism 2015 to 2017

Provided expertise in the development of material from concept to final production to build and support communications plans and strategies. Produced visual templates so material being presented was consistent and on brand. Designed a marketing strategy based on brand guidelines, using infographics and visuals to relay strategic priorities and statistics. Organized photography and managed an image database to plan and select visuals for all projects.

Senior Graphics & Communications Coordinator

Daily Bread Food Bank 2011 to 2015

Trained and mentored junior staff. Provided feedback, guidance and direction on creative projects. Created, edited and designed publications, research reports, social media graphics, posters and brochures. Web development using Wordpress and HTML/CSS to maintain and update websites. Online outreach and development of e-newsletter. Media relations, including writing and editing press releases. Shot and arranged all photography.

Marketing & Web Coordinator

Alternatives Journal 2010

Design, development and management of multiple websites. Managed social media. Coordinated, trained and lead team of interns, delegating work for digital projects.

Communications Specialist

Borden Communications + Design

2009 to 2010

Designed and developed brand material (logos, business cards, magazines, websites). Managed blog and social media projects.

FREELANCE WORK

Ongoing consulting and design work for various clients, including:

- Habitat for Humanity, Canada
- Cabot Links Golf Resort
- Modo Yoga
- Ontario Tourism
- Daily Bread Food Bank
- Ease Up Organizing

COMPUTER EXPERTISE

Proficient in Mac and PC Environments

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat, Dreamweaver)
 - Microsoft Office (Word, Excel, PowerPoint, Outlook)
 - Web Design (HTML, CSS, FTP, WordPress, Drupal)
 - Video Editing (Movie Maker, iMovie, After Effects)
 - Social Media (Facebook, Twitter, Instagram, Pinterest, Youtube, LinkedIn)
 - Digital Platforms (Monday, Sprout, Slack, Basecamp, Google, Sharepoint)
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VOLUNTEER WORK

Marketing Director: Leading Change Forum

Developed marketing strategy and brand. Promoted forum through various media to attract participants. Created and designed promotional material and website.

PROFESSIONAL DEVELOPMENT & TRAINING

RGD Conferences, Webinars and Rountables

Participated in several conferences including Design Thinkers and the In-house Design Conference as well as participated in numerous webinars and industry specific roundtable discussions.

CSS Layout and Responsive Web Workshop: Yorkville Media Center

Advanced CSS layout processes and techniques for displaying content on varying screens.

Google Analytics for Content-Rich Websites Course: University of Toronto

Analysis and interpretation of web traffic data and customers to improve overall value of digital property.

Web Master Program: Yorkville Media Center

Wordpress customization, content management, HTML/CSS, PHP, design, management, and marketing.

EDUCATION

Bachelor of Design Ryerson University 2002 to 2006

Fashion Communications program focusing on marketing, communications, media relations, illustration, art direction, graphic design, typography, photography, video production and journalism.