

OBJECTIVE » an intermediate level design role with an organization seeking technical and design skills combined with marketing and communications experience to carry out marketing objectives

QUALIFICATIONS » highly motivated, creative and versatile graphic design/marketing professional with experience in a variety of roles, collaboration and support in a team setting and building relationships with a diverse array of clients, co-workers and suppliers. Skilled in developing a variety of graphic communications and knowledgeable in print production and web. Excellent interpersonal, organizational, time-management and communication skills.

EDUCATION » **DIPLOMA OF GRAPHIC DESIGN**

The Art Institute » Vancouver, BC » Jul 05 – Apr 07

BACHELOR OF COMMERCE {DOUBLE MAJOR - MARKETING / GENERAL BUSINESS}

University of Saskatchewan » Saskatoon, SK » Sep 97 – Apr 01

SKILLS SUMMARY » **MARKETING AND ADMINISTRATIVE**

- highly skilled at handling multiple priority projects and meeting deadlines in fast-paced setting
- experience with marketing communications, sales, branding, advertising and research
- experience creating marketing packages and various marketing collateral
- conducting target marketing campaigns via mail and e-mail using various databases
- extensive teamwork experience including providing support, collaborating and strategizing
- planning and executing events, creating and managing marketing budgets for events
- implementing marketing strategies to increase sales and production

WEB / PRINT DESIGN AND PRODUCTION

- creating, updating and maintaining web pages, programming in CSS/HTML and using FTP
- eye for design details, excellent layout, typography, illustration and photo manipulation skills
- experience designing brochures, business cards, posters, logos, stationary, packaging, etc.
- pre-press knowledge including preparing files, obtaining print quotes, coordinating process
- creative concept development skills, ability to design from concept to launch
- ability to combine marketing and design knowledge to create targeted marketing pieces

TECHNICAL, SOFTWARE AND DATABASE LITERACY

- solid computer literacy with both hardware and software
- very familiar with both MAC OS X and PC (Windows) systems
- outstanding knowledge of MS Office Suite including Word, Excel and Powerpoint
- experienced with Adobe Suite including Acrobat, InDesign, Photoshop, Illustrator, Dreamweaver
- extensive experience managing and maintaining several database systems at once
- very quick learner of new programs and software

PROFESSIONAL AND SOFT SKILLS

- very adaptable, always take initiative, self-directed and flexible
- strong ability to work with a variety of personalities and levels, in person and remotely
- excellent interpersonal skills and the ability to build and maintain strong working relationships
- enthusiastic and willing to learn, reliable and motivated
- superior customer service including strong communication and problem solving skills

EXPERIENCE » SIMON FRASER UNIVERSITY, FACULTY OF BUSINESS ADMINISTRATION

Graphic Designer (Temporary) » Vancouver, BC » May 09 - Sept 09

- develop creative & functional print and online material from concept to implementation
- create corporate materials such as program brochures, advertising, signage, etc.
- ensure all materials are consistent with SFU brand image and marketing strategy
- work on and track multiple projects at once and meet deadlines
- collaborate with other departments to develop effective communication solutions
- participate in idea generation and project brainstorming sessions
- assist Marketing Coordinator & Manager with proofing and copy writing
- assist team members with setup & art direction of photoshoots
- communicate with printer on prepress requirements and troubleshoot problems
- adapt quickly to work environment and changing priorities and timelines
- provide creative and technical insight and suggestions for effective design solutions

INDEPENDENT SUPPLY COMPANY INC.

Marketing Coordinator/Graphic Designer » Burnaby, BC » Feb 08 - Apr 09

- collaborate with Marketing Manager and VP on the development and execution of business and consumer targeted marketing initiatives
- conceptualize, design and produce all internal marketing collateral such as advertising, brochures, product & price sheets, promotional pieces, flyers, email announcements, etc.
- develop advertising for several brands, communicate and strategize ideas with customers
- ensure all brand advertising meets brand identity guidelines and quality
- plan and coordinate training event sessions for several brands and eight branch locations
- act as key contact and resource for executives and managers on marketing programs
- manage and coordinate creative process, including design, deadlines, production, budget
- gather, organize and evaluate results of marketing initiatives, report results
- develop and implement processes and procedures, communicate to branches
- develop and execute product launches, including collateral, training, promotions, merchandising, web, email & print announcements, tracking initial sales
- identify value added incentives by analyzing the competition & through customer surveys

BULL, HOUSSER & TUPPER LLP

Marketing Coordinator/Graphic Designer » Vancouver, BC » July 07 - Jan 08

- ensure all out-going marketing communications adheres to firm standards
- provide support to marketing team and each practice area to meet marketing objectives
- design and production of customized event marketing collateral and invitations
- liaise and coordinate with external suppliers such as design agencies, photographers
- design of client specific marketing pieces, print ads, newsletters, e-bulletins, etc.
- coordinate the finalizing of RFPs, ensuring consistency with firm standards
- research, contact and negotiate with suppliers to improve rates, service & products
- track advertising expenditures and assist in media buying plans
- creation of appropriate content for print ads, determined by area of practice & market
- manage and execute the maintenance of the firm, marketing, student & intranet websites
- assist lawyers in developing powerpoint presentations and seminar packages
- develop and coordinate sending of firm announcements to various publications
- coordinate photoshoots for images used on website and all lawyer bio photos

FREELANCE

Graphic Designer » Vancouver, BC » April 07 - Current

- design, coordination & production including print and web (some flash)
- communicate & review creative briefs, develop design solution, meet deadlines

PORTFOLIO » samples viewable at MARIASIMPSON.CA, full portfolio and professional work samples available