

CAREER PROFILE

- Focused and experienced creative with a proven track record of successfully leading art direction for projects. Adept in overseeing all visual aspects of a project and offering design solutions when needed. Bringing strong leadership skills, and the creativity necessary to effectively translate ideas and design concepts across all organizational levels and all mediums.

CORE STRENGTHS

- Developing strategies for the planning and execution of initiatives.
- Ability to work across departments filtering relative information to align with goals.
- Ability to plan and prioritize multiple projects simultaneously.
- Forwarding thinking with the ability to analyze situations or statements and determine their validity.
- Developing team members through mentoring and professional development.
- Creating and developing training materials across multiple platforms.
- Excellent communicator with good negotiation skills both written and oral.

EDUCATIONAL SUMMARY

- Obtained PGCE teacher certification from Huddersfield University (U.K) in 2007.
- Obtained BSc(hons) degree in Product Design & Development from Salford University (U.K) in 1999.
- Obtained Higher National Diploma in Industrial Design from Salford College (U.K) in 1994
- Obtained National Diploma in Art & Design from St Helens College (U.K) in 1991

TECHNICAL SKILLS

- Operating Systems: Apple Mac, Microsoft Windows
- Design Development: Adobe Creative Cloud, Microsoft Office
- Marketing Software: Hubspot, MailChimp, Zapier
- Web Development: HTML 5, CSS 3, CC Dreamweaver, JQuery
- Photography: Studio work, traditional & digital
- Other Experience: Asana, WebCT, Moodle

PROFESSIONAL EXPERIENCE

MARKETING MANAGER, JULY 2022 TO CURRENT, MOVEMOBILITY (WINNIPEG CANADA)

- Curate educational and promotional written/visual content for B2B audiences for distribution through multiple channels.
- Manage and grow social media presence through outreach and content distribution. Collect and analyze metrics for growth.
- Plan and create email marketing campaigns, including graphics required.
- Create and execute a plan for testimonial and case study outreach to build brand awareness and create sales enablement content.
- Assist in ensuring corporate website is current and reflects current marketing objectives.
- Suggest and implement new marketing strategies; provide insight and recommendations for digital marketing strategy planning.
- Develop brand guidelines to execute creative requirements.

CREATIVE DEPARTMENT SUPERVISOR, OCTOBER 2016 TO SEPTEMBER 2021, BUHLER INDUSTRIES (WINNIPEG CANADA)

- Supervised creative & production team in the development of marketing materials.
- Developed advertising campaigns that integrated print, interactive, and social media (Hubspot).
- Successfully directed and implemented all facets of corporate-identity project, including logo, advertisements, and website.
- Improved inter-departmental productivity by establishing new internal procedural guidelines.
- Worked and managed external creative agencies to make sure projects meet targets.
- Presented work to internal team and to external clients.
- Organized and managed work flow, conducted and arranged photoshoots and budgets in order to efficiently meet deadlines.
- Brand Creation & Reinvention.
- Packaging & POS Design.
- Overseen recruitment of members of creative team and mentors new hires until they find their footing.
- Reviews and approves designs, artwork, photography, content, and graphics developed by a creative team.

PROFESSIONAL EXPERIENCE (CONTINUED)

CREATIVE LEAD, JUNE 2014 TO MARCH 2016, ATLAS GRAHAM FURGALE (WINNIPEG CANADA)

- Responsible for execution and delivery of all creative works required at Atlas Graham Furgale.
- Responsible for all marketing needs.
- Developing and maintaining branding design elements and visual identity.
- Developing analysis tools to assess the effectiveness of the marketing used.
- Developing internal tools and development of company Intranet.
- Leading new product developments, creating prototypes, developing marketing materials.
- Work across many departments to develop projects.

SENIOR DESIGNER, JANUARY 2013 TO JUNE 2014, ATLAS GRAHAM INDUSTRIES (WINNIPEG CANADA)

- Responsible for on-line and print communication.
- Creative lead for catalogues, brochures, retail packaging, industrial photography, advertising, corporate stationary and environmental signage.
- Maintaining and developing corporate websites.
- Responsible for drafting design briefs and developing design strategy.
- Curating and developing large industrial trade show booths.
- Developing marketing and sales information for new product launches.
- Liaising with various departments regarding requests for support.
- Proofing artwork before and after printer's proofs.
- Preparing press-ready files for production.

TERM TIME INSTRUCTOR, AUGUST 2011 TO APRIL 2012, THE RED RIVER COLLEGE (WINNIPEG CANADA)

- Instructed students both technically and theoretically on subjects within design, design practice & principles, presentation and planning.
- Provided software training sessions on HTML editing software's including Adobe Dreamweaver and Flash.
- Provided software training sessions in print related design using Photoshop, Illustrator and InDesign.
- Presented learning materials in various mediums - books, internet, video, Powerpoint, audio and visual.

INTERACTIVE MEDIA INSTRUCTOR, FEBRUARY 2002 TO MAY 2011, THE MANCHESTER COLLEGE (UK)

- Instructed students on various computer software skills within Adobe CS4/5 Master Suite Package.
- Provided in-depth training sessions on HTML editing software's including Macromedia Dreamweaver, Flash, Director.
- Mentored and instructed BA(Hons) students through their professional development program.
- Participated in staff training sessions - leadership, communication development, and team building.
- Liaised with local universities to widen participation and develop partnerships.
- Presented learning materials in various mediums - books, internet, audio and visual, online learning.
- Designed and developed printed material for the college's marketing and promotion.

SENIOR WEB AND INTERACTIVE DESIGNER, OCTOBER 1999 TO AUGUST 2001, EUNITE LTD, MANCHESTER (UK)

- Building and developing convergence technology solutions for various clients.
- Developer in Interactive TV platforms.
- Usability case study developer.
- Liaising closely with all development teams seeing projects through to their conclusions.
- Liaising with clients.

WEB DESIGNER, 1998 TO 1999, CONNECT INTERNET SOLUTIONS, LIVERPOOL (UK)

- Building websites for local businesses.
- Liaising with clients to see project through to required result.
- Provided software training sessions in print and web design.
- Presented learning materials in various mediums - books, internet, video, Powerpoint, audio and visual.