

TARGETING GRAPHICS POSITION IN MARKETING/ADVERTISING

Consistently and effectively produces creative, original professional work to distinguish EXIT Realty Corp. International, EB Games and Sony of Canada from competitors while building the company's brand image and bringing customers into the print and digital message.

In tune with client needs and requirements as a priority for successful marketing and profitable business operations. I possess creative ideas and have a strong sense of concept development, layout composition, color theory and typography and have demonstrated this to effectively manage and execute projects. A pragmatic planner who creatively anticipates the future while effectively executing present-day responsibilities such as presentations, campaigns, digital signage, brochures, flyers, advertisements, billboards, catalogs, direct mail, logos, and packaging. Consults and collaborates with the team or initiator of a project to gather information such as target audiences and develop a time-line for projects. Extensive knowledge of advertising and print production procedures. Analyzes draft material and prepares it for print, web, multimedia and other channels of delivery to internal and external audiences while adhering to corporate design standards and legal restrictions relating to advertising and corporate logos. A hard worker motivated by drive to build, produce and succeed. Efficiently and effectively handles projects simultaneously to meet departmental objectives and deadlines. Adhering and adapting to tight deadlines and sudden or frequent changes in priority in order to accomplish objectives. Identifying and evaluating unique opportunities for improving the organization (eg. cost reductions, use of resources, policies/procedures, products); generating new ideas, approaches or techniques having useful application.

STRENGTHS

- Extensive Mac and PC knowledge of Photoshop, Illustrator, InDesign, AfterEffects, Premiere Pro, Acrobat, Dreamweaver, Word, Excel, MS Office, PowerPoint, Asana. Knowledge of coding languages such as HTML and CSS. Experience with prototyping tools Omnigraffle, InVision, Indigo Studio, Axure and Balsamiq
- Experience working with AI platforms such as Canva, Figma, Runway, Midjourney, Envato, Renderforest, Opus Clip, Descript, Veed, Vimeo, ElevenLabs. An interest in experimenting with new technologies to enhance creative output
- Creative unique ideas and problem solving
- Strong oral communication and presentation skills as well as digitally literateracy
- Strong sense of concept development, layout composition, color theory and typography
- Effectively manage and execute projects
- Employee training and mentoring
- Team-building and leadership
- Passionate with a desire to grow and learn
- Extensive knowledge of advertising, digital and print production procedures
- Time management, scheduling, multitasking and advertising product knowledge
- Handling a high volume workload efficiently and effectively
- Identifying and evaluating unique opportunities for improving the organization
- Motivation even in the face of inevitable delays, deadline and priority changes and policy shifts

CAREER HISTORY

GRAPHIC DESIGNER | EXIT REALTY CORP. INTERNATIONAL

November 2015 - November 2025 (Mississauga, Ontario)

While working in the Corporate Marketing Department I was given the opportunity to do a full redesign of the material on the online marketing site that provided agents/brokers with access to print/online advertising materials such as flyers, postcards, booklets, training pieces, billboards, vehicle wraps and OOH signage. These pieces are used to grow and promote each brokerage and EXIT Realty as a whole. I created social media posts and templates, videos, timelines, news feeds, and announcements for Facebook, YouTube, Instagram, Linked-In, Swiftpage, and brokerages sites. These files were designed for mobile, tablet and desktop to promote events, webinars, and provide important up-to-date information internally as well as externally. These promotional pieces also promoted EXIT Realty's growth of new offices and sales of brokerages across North America.

EXIT Realty hosts and is involved in multiple tradeshow and conventions throughout each year. I've designed the booths for such events as Realtor Quest held in Toronto, National Association of Realtors held in California, and EXIT Realty's annual conventions including their 20th Anniversary Convention held in the Bahamas. The material I designed for these various tradeshow included booths and booth panels, signage, digital screens and videos, printed flyers and brochures, and merchandise. All projects I was involved in were completed successfully from concept to final product taking into consideration quality, budget and timeline.

WEB/GRAPHIC DESIGNER | EB GAMES

May 2013 - November 2015 (Brampton, Ontario)

As a member of the creative services team my responsibilities involved creating, planning, researching, designing, coordinating, proofing, prioritizing, implementing and executing a segment of all vendor/store/mall print and co-op marketing campaigns, promotional and collateral material, special events and related activities including coordinating changes and/or approvals and arranging for production and distribution. I acted as a liaison between promotion/advertising companies, production/print service providers, vendors, EBOC field and the EBOC Merchandising, Marketing & Recycled team. Worked with and managed electronic and hard copy confidential data including artwork for video games with embargo dates and unreleased product.

I show multiple concepts with many layouts and alternative takes on concepts in order to achieve unique, quality work. I designed the creative for the new EDGE loyalty program. My designs were used across Canada in-store and online to promote this program and draw

customers to the EB stores. This program continues to be used to draw in and keep customers coming back and therefore increasing the company's yearly profit.

I created and designed the creative for the Pull n Play annual event at EB Games. This promotion provides customers with a chance to win any number of great prizes. With 280,000 pull cards in circulation, 173,269 of the cards were distributed and 131 special prize packs were claimed and 3,112 recycled coupons. This resulted in an 11.5% increase in cards distributed over the 2013 event and an increase of 106% in recycled coupons redeemed. The grand prize winning play card for \$20,000 was peeled in Winnipeg, Manitoba and claimed by Dustin Mantle of North Granville, PEI. In what is normally a slower sales month, the Pull n' Play promotion generated a lift in sales making it a popular and worthwhile promotion.

I have also produced the May Game Days FSI along with the in-store and online material to promote the EB Games annual May sale. I also worked on the holiday designs which were shown during the holiday season. These designs helped increase sales at this major period in the year. To help reduce costs I suggested introducing Final Cut Pro at EB Games in order to internally edit the in-store loop tape and eliminate outsourcing the project.

GRAPHIC DESIGNER | SONY OF CANADA

October 2006 - October 2007 (North York, Ontario) - Contract

October 2007 - May 2013 (North York, Ontario) - Full-time

While in the Marketing Department I produced work in the form of pre-press, print, and web. This includes the design and resizing of newspaper and magazine ads, design of POPs, HTML pages, digital signage, store display cards, brochures, flyers, booklets, stickers, tickets, billboards, and posters etc. Designed print and web material for large vendor shows. Collaborated with the Web Design Team as well as all departments including Corporate Communications (Canada, USA, Japan) as well as Sony's counterparts such as Sony Playstation, Sony Music, Sony Ericsson, and Sony Entertainment. Handled projects assigned by the V.P. of Corporate Communications and Advertising, including special advertising supplements, press releases, bill boards, events, vendor shows, etc. I worked on major national bilingual campaigns which included ads for Cybershot cameras, Bravia TV's, and Vaio computers, headphones and other products. These campaigns largely increased sales of the Sony products. The Bravia campaign included an entire wrap of the TTC and subway stations. This resulted in great exposure of the Sony brand.

Oversee the production of projects provided by internal/external designers, printers, and web services. Advises and assists other design staff, providing detailed advice and instructions on design concept, layout and production. Collaborates, as part of a team, with other staff on projects, as necessary. Advises, trains and instructs design staff and responds to inquiries regarding use of technical equipment. While at Sony I oversaw and mentored a junior designer by providing creative and technical design advice. I advised clients and colleagues on the most effective design approach in accordance with budget and time considerations. Monitors the successful completion of assigned projects, from concept to final product, for quality, budget and timeline controls. While at Sony I developed and managed a program to store assets that others could easily access and download.

LIFEGUARD/INSTRUCTOR | THE CITY OF TORONTO

October 1999 - 2014 (GTA & Etobicoke, Ontario)

Carry out duties of lifeguard and instructor such as dealing with first aid situations, working with children, and dealing with public relations. Worked with a large team to ensure the safety of the public. Knowledge of Municipal Freedom of Information and Protection of Privacy Act and Personal Health Information Protection Act.

LIFEGUARD | DOLPHIN POOLS

Summer 1999 (Etobicoke, Ontario)

Performed tasks of lifeguard including first aid situations, public relations, and maintenance.

FREELANCE WORK / CLIENTS

2010 | HOME COMFORT CANADA INC.

Worked with owner to develop logo and website.

2011 | MUELLER MECHANICAL

Worked with owners to develop website.

2013 - present | DP TILING

Worked with owner to develop logo, website, promotional pieces.

CLIENTS LIST:

Sony of Canada
(Electronics)
Sony Playstation
EB Games
Microsoft
Activision
Ubisoft
Nintendo
Leapfrog
VTech
SkullCandy
Turtle Beach
Warner Bros

Namco
Sega
Disney
Rockstar/Take 2
Games
Laura Secord
Air Miles
Mueller Mechanical
DP Tiling
Home Comfort
Canada
Devic Custom Pet
Supplies

The Little Guy
Network

National campaigns run in various publications :

Entertainment
Magazine, Today's
Parent, Hello!
Canada Magazine,
Up! Magazine
by West Jet, Elle
Canada Magazine,
Cineplex Magazine,

Canadian Living,
Zellers Flyer, The Bay
Flyer, Best Buy and
Future Shop Flyers,
The Toronto Star,
The Toronto Sun, The
Globe and Mail,
Metro Newspaper,
National Post,
Ottawa Citizen,
Edmonton Journal,
The Vancouver Sun

EDUCATION

2015 - SHERIDAN COLLEGE

Oakville, Ontario

Certificate for Web Developer

2011 - HUMBER COLLEGE

Toronto, Ontario

HTML Course

2003 - 2006 SENECA COLLEGE @ YORK UNIVERSITY

Toronto, Ontario

Received diploma for Graphic Design

2002 - 2003 SHERIDAN COLLEGE

Oakville, Ontario

Received Certificate of Art Fundamentals

AWARDS

- 1997 - 2002 Michael Power St. Joseph High School
- Grade 11 and 12 art awards
- Grade 12 arts and technology award
- Maintained a high GPA throughout college

ACHIEVEMENTS

- Recognized Honors Student throughout Sheridan College and Seneca College
- Grade 8 piano certificate from The Royal Conservatory of Music
- Instructors Certificate from the Lifesaving Society
- National Lifesaving Society Certificate
- Red Cross Standard First Aid Certificate & CPR Certificate