

Highlight of Experience

- 8 years in **Graphic Design**: Independent projects and collaborative projects for clients to produce a variety of advertisements and branding materials
- 8 years with **Design Software**: Adobe Creative Suite CS6, Adobe Acrobat, Adobe Illustrator, Dreamweaver, Photoshop, InDesign and Premiere
- 5 years of **Video Production** experience which included editing and uploading video content to client's websites. Video Software: Adobe Premiere Pro, Final Cut Pro
- 7 years **Digital Content Management**: WordPress, Drupal, SharePoint, Joomla, Hootsuite. **Programming Languages**: HTML5, CSS3
- Several years of experience working with marketing teams to generate new business.

Professional Experience

Web Designer/Editor

2016 -Present

Ministry of Government and Consumer Services – Supply Chain Ontario, Toronto, ON

- Manages the digital content on both the external and internal Supply Chain Ontario (SCO) websites, this ensures clients both within the Ontario public service and the broader public sector receives up to date news related to the Vendor of Record program and other related business services.
- Supports the Division's marketing goals by developing, designing and maintaining web content and printed materials.
- Provides technical support ensuring standard operating procedures are in adherence to government standards.
- Uses social media to reach clients of SCO services. Helps to transform how our division translates our services in plain language to the broader public.
- Assists with the site admin and vendor of record program database application.
- Ensures that deliverables are met for internal clients and business partners.
- Provides support to project leads, consults with various units to support their digital marketing products.

Web Based Project Assistant

2014 -2016

The Centre for Education and Training – Mississauga, ON

- Maintained web content on tcet.com and subdomains for all departments. This ensured all program services were communicated to the public.
- Used SQL queries to run custom reports from databases for several stakeholders within the organization. This helped our marketing teams target specific client segments, therefore being able to produce customized marketing campaigns.

- Created new sections & pages as needed, published and amended content as needed. Improved outdated content and created interactive features to help engage our client's user experience.
- Maintained CETRA web application (Centre of Education and Training Records Application)
- Managed and supported the CETRA Help Desk. Main problem-solver for users using the web application. This provided live / up to date customer service to staff.
- Developed new functions for CETRA, based on input provided by users of the web application. This enhanced the user experience. Simplified administrative tasks.
- Researched and successfully implemented new adjustable stands for self-serve Kiosks at all TCET sites. Oversaw AODA requirements for accessible kiosks.

New Media & Design Assistant/Project Assistant

2013 - 2014

Ministry of Government and Consumer Services – OPS Diversity Office, Toronto, ON

- Supported 2 directors and 14 staff in 2 different branches, managed the director's schedule, the attendance of 14 staff, scheduled branch meetings, and prepared agenda items, project support. Maintained and managed all office operations.
- Uploaded and designed digital media for several OPS employee networks. Promoted and created awareness of employee network activities.
- Reviewed web analytics and created Google Analytic reports for MGS Communications ensuring that data could be reviewed to improve web traffic.
- Used Final Cut Pro, After Effects, Photoshop, and other industry-standard video and audio post-production software successfully to promote programs and services.
- Translated graphics and copied material into web-based products.
- Coordinated the production process, communicating with multiple teams (including marketing, IT and management) on a regular basis.
- Created accessible Word, PowerPoint and PDF documents for Intranet site. Ensured all new documents were accessible before being uploaded to new Intranet site.

OPS Diversity Office – DO Intranet Site Refresh

- Created side menus for Diversity, Accessibility and Inclusion sections on DO Site
- Created new graphics for refresh site, to allow new content to be featured
- Transferred major content, connected new hyperlinks with titles for **accessibility**
- Ensured new content transferred was AODA compliant

Intern - Non-Profit

2010 - 2010

Fred Victor, Toronto, ON

- Responsible for acquiring auction items for **Fred Victors Annual Gala** which supported the women's services program at the organization. Items auctioned of generated new funding.
- Maintained files and documentation for all donated auction items. Therefore strengthening the organizations accountability.
- Worked with team members to define the direction, theme and agenda of all events.
- Drafted and implemented strategies to utilize online social media for marketing and promotional needs. This helped to improve the organizations online presence.

Designer**2008 - 2008**

Stir Media Inc., Brampton, ON

- Designed posters, banners and ads for several clients in the community of Brampton. Succeeded in increasing visual intensity of several businesses within the city to promote their products and services.
- Produced clean, pixel-perfect designs using Adobe Illustrator, Photoshop and InDesign. Using industry leading software allowed me to expedite the printing process with several printers, ensure all products were delivered as requested.
- Reviewed proofs for placement, managed colour correction process and attended to press checks to ensure the highest standard of quality control for clients.
- Met with Client marketing teams to determine their design/branding needs. This resulted in an improved visual identity for businesses in the community, allowing them to communicate more effectively to the public.
- Uploaded ads to Toronto Star and other local media via FTP sites to marketing teams. Achieved promoting products and services for several clients through the printed medium.

Special Project: Brampton Rose Theatre – Design of Signage/Web Content

- Directed the art design of digital content for the Rose Theatre Brampton website and e-podium outside to promote upcoming shows. This allowed the greater public to be informed about the many programs and concerts offered at the theatre.
- Prepared studio and coordinated interviews between actors and Magazine Editor. This helped the company's magazine generate relevant local content for their publication, increased readership within the city.
- Managed the design and layout of several printed materials to ensure all featured performances and plays were promoted to the general public.

Recent Volunteer Involvement**Print Distribution Associate****2015**

TO2015 PAN AM /PARA PAN AM GAMES, Toronto, ON

- Worked with the print distribution team to deliver reports to clients (press, broadcasters, officials, athletes, doping control officers and Games Family). Distributed quality reports in a timely manner to clients, ensured clients received critical information about player stats and competitions.

Education**Bachelor's Degree-Communications Culture and Information Technology****2008**

University of Toronto, Mississauga, ON

Digital Communications Certificate**2008**

Sheridan College, Oakville, ON