

SUZANNE BRYCE

MARKETING COORDINATOR

SUMMARY

As a creative mind in graphic design, I blend analytical thinking with innovative skills. My expertise lies in crafting compelling web and print designs that align with company objectives, integrating digital marketing strategies for maximum impact. I excel in collaboration, driving sales and brand initiatives, and communicating project nuances. Often, I act as an unofficial art director, ensuring optimal project outcomes. My experience includes managing photo shoots, supporting senior coordinators, supervising warehouse operations, and conducting market research. I orchestrate promotional activities, perform analytics and maintain strong relationships with customers and agencies. My skills extend to print and marketing procurement, ensuring seamless integration and execution of all assignments..

AREAS OF EXPERTISE

<ul style="list-style-type: none">• Project Management• Traditional & Digital Marketing• Supplier Relationships• Brand Awareness & Reach	<ul style="list-style-type: none">• Visual Communication• Print/Packaging/Catalogue Design• Innovation & Product Launch• Customer Engagement	<ul style="list-style-type: none">• Graphic Design• Team Building & Support• Cross-functional Collaboration• Relationship Management
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PROFESSIONAL EXPERIENCE

Golden Boy Foods (Div. of Post Holdings), Burnaby

2019 – 2022

Graphic Coordinator for Private & Brand Labels

Created various graphic and PowerPoint materials for multiple departments by executing effective visual communication skills. Managed private label approvals and production for over 400 products by demonstrating strong project management skills. Collaborated with internal teams to enhance processes and print quality standards. Maintained packaging flats and printed materials library to ensure accessibility of all information.

- Enhanced productivity by implementing Monday.com software.
- Improved team communication and efficiency by developing centralized production sheets for SKUs.
- Boosted product marketability by advising private label clients on packaging and design improvements.
- Reduced cost errors and improved accuracy by leading internal case label creation / approval process.
- Streamlined online proofing software templates and workflows by ensuring timely feedback from stakeholders while meeting all timelines with efficiency and accuracy.

Natures Paths Foods, Richmond

2011 – 2019

Marketing Production Coordinator Specialist

Implemented effective supplier management skills to source vendors for specialized items, such as custom trophies, foam cereal pieces, and 20-foot-high cereal box. Maintained accurate records of packaging changes for regulatory audits and product recalls. Managed design and production requests from various internal teams, including marketing, mission / strategy, operations, regulatory, HR, and sales. Art directed, proofed, and managed packaging for 400+ SKUs in multiple languages. Assessed project feasibility and allocated resources to creative team / freelancers by leveraging project management software. Collaborated with Commercial Operation project managers to balance creative resources, prioritize work, and adjust timelines. Managed creative approval process to achieve necessary sign-offs. Supervised projects of brand managers, sales team / web, and events within time and budget constraints.

- Saved \$500K+ of company costs by conducting printing spending analysis.
- Exceeded owner's expectations by designing point-of-sale display.
- Improved accessibility of products by building internal website for sales team.
- Enhanced efficiency and reduced errors by transitioning packaging production to digital platform.

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Samlex America, Coquitlam

2009 – 2010

Marketing Manager

Developed comprehensive branding guidelines for Solar, Power, and Corporate divisions. Executed full-scale product refresh of 400+ items while enhancing packaging and visual appeal. Crafted engaging point-of-purchase and sales materials for internal and external teams. Directed graphic design team and external agencies to assure quality deliverables and brand alignment.

- Created sales team PowerPoint covering rebrand.
- Launched successful rebrand event while hosting suppliers from Asia.
- Managed internal team of graphic designers to streamline project completion.
- Liaised with agency to develop and execute new brand guidelines across 3 divisions.
- Collaborated with external partners to transform original logo I designed into refreshed brand identity.

ADDITIONAL EXPERIENCE

Assisting Senior Production Coordinator, Vanoc (Vancouver 2010 Olympic Committee), Burnaby

Production Coordinator, Vancouver Aquarium, Vancouver

Graphic Designer, Glentel, Burnaby

Graphic Designer / Production Coordinator, Aquent Temps:

Various Clients: BC Hydro | BCAA | Bentall Group | Canada 3000 | The Communications Group | Crystal Decisions | Escom Software | Future Shop/Best Buy | HSBC | Karo Design | Maritime Museum | Price Waterhouse Cooper | Public Works & Government Services | Radiant Communications | Terasen Gas | Vancouver Coastal Health...

EDUCATION

Digital Media Marketing Certificate,

Brainstation, Vancouver

Bachelor of Fine Arts Degree,

University of Victoria, Victoria

Painting, Drawing, Graphic Design, Photography

Professional Training

Sauder School of Business, Vancouver

Production Management Course

Graphic Design Certificate

McKay School of Desktop Publishing

TECHNICAL PROFICIENCIES

Adobe Creative Suite | Microsoft Office | Wix | Liquid Planner | Dragonfly (DAM & Prod Cood) | Wrike | Proof HQ | Monday.com

FREELANCE DESIGN CLIENTS

Actors Unlimited | Alliance Communications | AMEC Engineering | Bootlegger | Boys & Girls Clubs | Destination Vancouver | Dog Country Pet Store | Don Bull Creative | Duncan Mall | Envision Financial | Gourmet Warehouse | Harbour Square Centre Tower | Industrial Rail Car Movers | Island Pride | Khatsilano Chiropractic | Lyft Financial | Montgomery Grey Inc. | North Island Quilters | Objects of Desire | Phoenix Fund | Pipefitters Union | Premier Lighting | Rampion Golf | Rising Agency | Ruffhousers Dog Care | Sandy Elliot Clothing | SevenEleven | Sher Hackwell Creative | Synaptuit Marketing | Thai Princess Foods | Traveller's Voice Magazine | Woofles & Meowz |