

MARKETING COORDINATOR/GRAPHIC DESIGNER

As a Marketing Coordinator, I know how crucial prioritization and effective communication are. What really sets me apart is my ability to unite everyone, like a conductor leading an orchestra, ensuring each instrument plays in harmony toward a common goal. I'm not just a skilled Marketing Coordinator; I also have a background in graphic design, so I speak the language of layout and typography fluently. I excel at timing and love being the friendly mediator between clients and the design team. In short, I'm the approachable diplomat you need!

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

AC/DC Lighting Design, Burnaby

2023 – 2024

Marketing & Design Manager

As the Marketing and Design Manager, I have had the privilege of collaborating with Tony Holland, the owner of AC/DC Lighting and Premier Lighting, for over 20 years as his primary freelance designer. Recently, I was contracted to spearhead the launch of his innovative parking and lighting system, Park-Kit.

Key contributions include:

- Designing and re-launching the corporate Park-Kit website as well as the customer facing website for the mobile app
- Created a 20 sq. ft booth which was seen recently at the NPA show in Las Vegas
- Collaborating on the design of a user-friendly mobile app, graphic screens for their kiosk and a number of marketing materials used in all communications and visual representations of the Park-Kit brand.

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

2019 – 2022

Graphic Coordinator for Private & Brand Labels

I successfully tackled a challenging graphic production process that was plagued by communication issues, resulting in errors and expensive cost overruns. With my innovative ideas and a focus on fostering teamwork, I led Golden Boy from last place in the 8th Ave Food Group to first place (in sales and efficiency) in just three years. Our company's outstanding performance was recognized when we won the prestigious BCFB (BC Food & Beverage) Award for People, Culture, and Safety in our final year of operation.

- 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.

Nature's Paths Foods, Richmond

2011 – 2019

Marketing Production Coordinator Specialist

When I joined Nature's Path Foods, I was faced with a disorganized production coordination system. The previous coordinator relied on physical dockets scattered on the floor to prioritize 400 SKUs in multiple languages, which led to overwhelming stress and their departure. My process was to implement an online system called Liquid Planner, which revolutionized the way we handled approvals and corrections. Additionally, I successfully managed a small internal warehouse and a fulfillment website for our North American sales team, ensuring smooth operations and internal management satisfaction.

- 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.

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Samlex America, Coquitlam

2010 – 2011

Marketing Manager

Samlex America was my very first freelance client when I embarked on my journey as a graphic designer. A decade later, they approached me once again, seeking my expertise to rebrand and reshape the company for the future. As the Marketing Manager, I took charge of every aspect of the company's design, ensuring that it adhered to the high standards we set together. Today, Samlex America continues to maintain those standards, thanks to the efforts and vision we implemented during my tenure.

- Redesigned every aspect of packaging of 400 SKUs as well as a new solar product line
- 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.

Glentel Inc, Burnaby

2007 – 2010

Graphic Designer

When I joined Glentel, I was faced with a challenging situation as the entire Marketing Department had just been let go. Over the course of three years, I took the lead in heading the graphic design team. Together, we successfully created impactful Point of Sale materials for Glentel's two nationwide mall stores, WirelessWave and TBooth. Despite the initial setback, we were able to overcome the challenges and deliver effective marketing materials that contributed to the success of the company.

- Created sales team resources
- Designed their annual report
- Created Point of Sale materials for their mall stores

Aquent Temp Agency

2004 – 2011

Graphic Designer / Production Coordinator

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

ADDITIONAL IN-HOUSE EXPERIENCE

Assistant Production Coordinator, Vanoc (Vancouver 2010 Olympic Committee), Burnaby

Production Coordinator, Vancouver Aquarium, Vancouver

Print Shop Administrator, Sutton Place Hotel, Vancouver

EDUCATION

Bachelor of Fine Arts Degree

University of Victoria, Victoria

Painting, Drawing, Graphic Design, Photography

Professional Training

Production Management Course, Sauder School of Business, Vancouver

Digital Marketing Certificate, Brainstation, Vancouver

Certificate in Desktop Publishing, McKay School of Desktop Publishing

TECHNICAL PROFICIENCIES

Adobe Creative Suite (InDesign/Photoshop/Illustrator/XD) | Canva | Microsoft Office | Wix | Liquid Planner | Dragonfly (DAM & Production Coordination) | Wrike | Proof HQ | Monday

FREELANCE DESIGN CLIENTS

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