



Objective

I am a professional communications/marketing planner, professional writer and graphic designer seeking short or long-term employment in my field.

Skills

Communications/Marketing:

Experienced at creating short and long term communications action plans, developing marketing strategies and designing promotional materials such as brochures, flyers, presentation packages and magazines.

Written:

Skilled at writing and proofing in a wide variety of styles and formats, including ad copy, press releases, policy documents, news/feature articles and web content.

Digital:

Proficient at webpage coding and design, and thoroughly familiar with Microsoft Office Suite (Word, PowerPoint, Excel), Corel Word Perfect, Photoshop, Illustrator, Adobe Acrobat PDF applications and Quark Express layout/publishing programs.

Interpersonal:

Experienced at facilitating meetings and working with teams and committees, as well as working independently from a home office environment.

Design:

Capable of creating a wide variety of illustrations, diagrams and other graphics, and skilled at designing visual layouts for print and web publishing.

Education

University of Victoria:

Graduated in Spring 2004 with B.A. in Honours History.

Minored in Professional Writing and Publishing.

Participated in the Arts and Writing Co-op Program.

Work Experience

Communications Planner/Designer

Greater Victoria Early Childhood Coalition (GVECC)
June 2003 - September 2003

Facilitated meetings with GVECC members to determine key issues and communication goals.

Drafted and revised the GVECC's six-month Communications Plan, which outlined communications goals and provided a timeline for communications initiatives from August to December, 2003.

Authored a report outlining options and providing recommendations for an online system of internal GVECC communications.

Created promotional materials for GVECC public presentations using Quark.

Designed a series of Microsoft PowerPoint shows used by the GVECC in presentations to parents, educators and political representatives.

Copywriter/Editor

Exec-U-Net Consulting Group
July 2003 - September 2003

Compiled research materials for Exec-U-Net's "Work Search" training course manual.

Facilitated meetings with "Work Search" creator to discuss the goals of the manual and determine an appropriate tone for the writing and look for the layout.

Created editable design templates for the manual.

Wrote introductory summaries for each chapter and proofed other chapter content.

Sales Associate

Pacific Traders
May 2002 - August 2002

Operated cash register and provided assistance and information to customers.

Tracked store inventory and designed merchandise displays.

Management Trainee / Delivery Driver

Victoria Fiddlesticks Distribution Center
May 2001 - August 2001

Worked closely with the Distribution Center manager to learn the responsibilities and procedures for all Distribution Center staff positions.

Co-authored the company's Procedures Manual for new employees, which outlined ordering, shipping, stocking and pricing procedures.

Transported souvenir retail stock throughout the Greater Victoria area.

Volunteer Experience

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Brochure Designer
Victoria Cool Aid Society
October 2001

Using Quark Express, created promotional brochure and application form for the Cool Aid Society's *Victoria Voice-mail Service*. This service provides low cost voicemail inboxes for those who do not have a permanent address or can't afford full phone service.

Other Interests

I am the creator and operator of www.samandfuzzy.com, a website where I publish my cartoons and illustrations, and sell t-shirts, art prints and commissions. I am also a pianist, and have been studying jazz with local musician George Essihos for several years.

Portfolio

Some samples of my work, as well as a digital copies of my resume, are available to view online at:

www.samandfuzzy.com/portfolio

References available upon request.