



WORK EXPERIENCE

Developmental Program Officer

*Government of Canada,
Indigenous Services Canada, St. John's, NL*

May 2023 – present

- Accurately inputs and updates data into MS Excel spreadsheets
- Verifies data accuracy and completeness by reviewing and comparing source documents
- Maintains confidentiality and security of all data and information

Graphic Designer, Artist

Freelance, Halifax, NS & St. John's, NL

April 2000 – present

- Conceptualized and produced a diverse array of promotional materials, including advertisements, maps, business cards, posters, and other collateral, employing graphic design techniques and software applications such as Adobe Illustrator and Photoshop.
- Provided wedding decor, maps, and graphic design services, devising unique and personalized visual themes and executing them to the highest standards.
- Created and published compelling social media content on behalf of clients, promoting their offerings and amplifying their reach, resulting in increased revenue generation for the customers.
- Developed and executed website designs for clients, leveraging a range of design principles and web development technologies such as HTML, Wix, and Adobe Muse.
- Delivered customized mapping solutions for clients of maps.com and MacLeans magazine, utilizing mapping and illustration software to create detailed, visually appealing, and accurate visual representations of geographic information.

Taxpayer Services Agent

*Government of Canada,
Canadian Revenue Agency, St. John's, NL*

December 2021 – April 2023

- Proficient in answering taxpayers' questions over the phone, providing accurate and timely responses while maintaining a positive and professional demeanor.
- Follows established protocols and procedures when modifying taxpayers' files, while exercising good judgment and attention to detail.
- Ensures accuracy, completeness, and compliance with relevant laws and regulations while completing all tasks.
- Maintains the integrity of taxpayers' files and uphold the trust and confidence of clients and the general public of Canada.

AREAS OF EXPERTISE

Advanced Graphic Design

Training Facilitation

Problem Solving: Critical Thinking

Teamwork

Creativity

Strong Communication Skills

Time Management

Collaborative Leadership

Event Planning

Lifelong Learner

TECHNICAL SKILLS

Adobe Suite

Illustrator, Photoshop, InDesign, Acrobat

MS Office Suite

Word, Excel, PowerPoint, Teams, Access

GIS-Related

ESRI ARCMAP

Additional Software

Quark Xpress, Cricut Design Space, Wix, GoDaddy, TSAD, HeronRoad, T1Case, FileNet, SPS, Dreamweaver, CorelDRAW, Photopaint

Social Media Content Creation and Marketing

Facebook, Instagram, TikTok, Youtube

EDUCATION

Graphic Design: Honours Diploma 2001-2002

Nova Scotia Community College

Applied Communication Arts Certificate 2000-2001

Nova Scotia Community College

Cartography: Digital Mapping Diploma 1996-1998

College of Geographic Sciences





WORK EXPERIENCE, continued

Operations Supervisor

The Button Shop with The Vera Perlin Society

March 2014 – September 2021

- Using Adobe Illustrator and Photoshop, designed and developed marketing materials including social media posts, website content and brochures that conformed to the Society's specifications and logos in an effort to raise awareness and funds to assist them in assisting adults with disabilities.
- Communicated with existing customers of the Button Shop to establish and sustain strong business relationships and gather information about their design and/or production requirements, to ultimately provide employment in the production facility to clients with disabilities.
- Completed daily outbound cold calls to local businesses and organizations, to generate awareness about the Button Shop, and secure contracts to provide work to clients.
- Oversaw three full-time staff and multiple clients at the Button Shop, to ensure that contracts were being completed to highest quality and within the parameters of the customers' needs.
- Sourced visually appealing imagery from stock websites as needed to create custom button designs for customers which met both their needs and helped provide employment to clients.

Graphic Designer

Downhome Publishing, Inc

July 2011 – March 2014

- Created advertisements, according to customer's specifications in Adobe Photoshop and QuarkXpress and output for use on website and in various printed magazines and trade publications.
- Designed eye-catching in-store window displays/decorations, signage, on-screen advertising/displays, and posters for Downhome Shoppe which generated traffic into the store.
- Prepared attractive magazine layouts for Downhome magazine and Everyday Recipes insert, as well as Home & Cabin magazine using QuarkXpress software.
- Developed standards for food and product photography, styling, and photo editing, which resulted in attractive photographic content in the food section of the magazine, online, and in store.
- Prepared, printed, and mounted canvas images to wooden frames, to fulfill customer orders.
- Created visually appealing banners and other collateral for the Downhome Expo, to draw the general public to the event.

REFERENCES Available upon request.

PERSONAL PROJECTS

Creates abstract artwork and coasters utilizing a combination of resin, alcohol ink, and acrylic pouring, on Instagram Live and posts recordings to facebook, Youtube and TikTok.

Decorated several weddings at Yellowbelly Brewery, The Pantry at the Autism Society and a small home-based wedding, according to the couple's specifications, budget, and decor.

Donates custom resin coasters to non-profit community fundraisers to assist them in raising funds to do much-needed structure and heating upgrades.

Donated artwork to Breakaway Foundation to assist them in raising money to allow under-privileged children to achieve their goal of playing hockey.

Provided artwork and time toward Heavenly Creatures to assist them in helping surrendered animals.

Provided custom artwork and handbags to Nova Scotia Community College Alumni Foundation to aid them in raising money toward ongoing programming.

Participated in numerous walks and runs with the Vera Perlin Society and the Terry Fox Run, to assist in them reaching their financial goals to help their clientele and in providing services.

Provided in-person fluid abstract art instruction to adults one-on-one or in small groups.

Taught art enrichment classes to grades 4-6 class at Annapolis East Elementary, Middleton, NS.

INTERESTS



Photography



Interior Design



Sewing/Furniture Refinishing



Cooking/Baking



Travel



Recycling, Upcycling



Hiking



Plants

