

## PROFILE

- **Strong knowledge of Adobe Creative Suite**
- **Expert knowledge of print and graphic design best practices**
- **Award-winning web developer / Award-winning broadcast video editor**
- **Media professional for 15+ years**
- Designed numerous posters, booklets, books, catalogues, brochures, logos, stationary, branding in English and French
- Designed, created, and developed a variety of custom websites, both static and dynamic
- Created multiple online campaigns, newsletters, blogs, etc.
- Knowledgeable in best practices for web programming, SEO, social media marketing, Google analytics, You Tube analytics
- Expert in InfusionSoft, Constant Contact, In-Design, Photoshop, Dreamweaver, Illustrator
- Flash animator and Action Script programmer

## EDUCATION

SHERIDAN COLLEGE - MEDIA ARTS PROGRAM BACHELOR OF ARTS DIPLOMA (3 year program - Graduated in 1993)

## PROFESSIONAL EXPERIENCE

### **Digital Media Specialist / Owner Operator - RB PRODUCTIONS**

**2007 - present**

- Print and web design, copywriting, content writing, storyboarding
- Project planning, budgeting, team management, procured and managed client relationships, sales
- Responsible for all media creation - scrutinize all media development with a fine eye for detail
- Relevant contracts include:

#### **Social Media Coordinator / eLearning Developer / Web Developer**

- **VOICE FOR HEARING IMPAIRED CHILDREN** 2012 - 2014
- Created custom eLearning modules saving the client \$ 27,500.00+

#### **Graphic Designer / Layout Artist / Text Editor**

- **CITY OF LONDON RECREATION DEPARTMENT** 2012 - 2013
- Editor / Designer of the "Introduction to Martial Arts" program consisting of Instructor's manual, DVD, Student Guides, certificates, brochures, etc.

#### **Graphic Designer / Branding / Animator**

- **SICK KIDS HOSPITAL BURN UNIT CAMP FOR KIDS** 2010
- Developed new branding, creating fun animated logo for the camp

#### **Graphic Designer / Web Developer / UX Designer**

- **WHITEHAT INTERNET SECURITIES** 2007 - 2008
- Developed award-winning custom designed website & CMS

#### **Web Developer / Content Writer**

- **CENTRAL WEST EATING DISORDERS CLINIC** 2007 - 2008
- Developed new website for CWEDP

#### **Video Producer / Video Editor / Script Writer**

- **JOSEPH BRANT HOSPITAL FOUNDATION** 2007
- Created inspirational video from personal stories highlighting the needs of the 6 core programs for the Crystal Ball Fundraiser

## PROFESSIONAL EXPERIENCE con't

### **Video Producer / Audio Editor / Script Writer**

#### **- BAYSHORE HOME HEALTH**

2008 - present

- Edited "Nurse Jackie" Radio show for multiple seasons
- Produced motivating Bayshore recruitment video using personal stories of staff and the extra efforts they go to help their patients

### **Multimedia Specialist / Motion Graphic Designer - RADICAL BOB'S ANIMATION 2000 - 2007**

- Designed print work in all formats: brochures, logos, booklets, posters, signage, banners, etc.
- Used adult learning strategies to create interactive learning and multimedia sales tools
- Produced multiple websites and web applications
- Content writing, copywriting, script writing, storyboarding
- Relevant contracts include:

#### **Graphic Designer / Branding / Text Editor**

##### **- KING-REED INVESTIGATION SERVICES**

2003

- produced high-end corporate catalogue of services

#### **eLearning Developer / Multimedia Developer**

##### **- PARMALAT CANADA**

2002 - 2007

- Developed interactive Health and Safety Training Manuals in English and French

#### **Web Content Writer / Text Editor / Web Marketing**

##### **- VOICE FOR HEARING IMPAIRED CHILDREN - HALTON**

2002 - 2007

- Wrote content for newsletter, created monthly publication

### **Video Editor / Animator - IZUMI OUTDOORS**

1994 - 2000

- Produced several television shows and commercials for variety of clients, meeting strict week-to-week TV deadlines
- Created several animated titles and segments for various television shows, including "Around the Green" with John Derringer, the "Bob Izumi Real Fishing Show" and "We're In Business" television series
- Production Manager and liaison with television station scheduling and programming departments
- Wrote scripts and designed storyboards for commercials and show segments
- ACE Award winner for video editing

## ACCOMPLISHMENTS

- **INCREASED SALES 20%.** Saved Crystal Cap Cleaners \$ 10,000.00+ per year in travel costs and increased sales by 20% with their promotional product video.
- **SAVED CLIENT \$ 27,500.00+.** Saved the VOICE for deaf children charity \$ 27,500.00 + by custom building their e-learning system as opposed to using a third party system.
- **INCREASED CLIENT EXPOSURE.** Designed award winning Whitehat Internet Securities website and aided the company to gain notoriety, (127% spike in home page activity), to sale the business in less than one year.
- **INCREASED WEB TRAFFIC 64%.** Increased Web Traffic by 64% with Crystal Cap Cleaners new "Funnel Marketing" style website within the first 6 months of launch.