

JOHN WILSON

creative
design
management
marketing

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Profile

Responsible and attentive individual with a creative graphic design education, 12 years of professional experience in both small and large company environments and 2 years in a marketing management role. Able to manage multiple projects and possess reliable time-management skills to get projects completed on time and on budget. Demonstrates very effective communication skills when working with clients, colleagues and suppliers. Strong work ethic, experience in marketing, creative design, project management, process improvement and always seeking new challenges.

Knowledge

Fluent in Adobe Creative Suite (Photoshop / Illustrator / Indesign)

Very Knowledgeable in Quark Xpress, Microsoft Office & HTML/CSS web design (Adobe Dreamweaver)

Basic knowledge of motion graphics (Adobe Flash) and web programming such as Javascript

Experience

CMT (CLOTHING FOR MODERN TIMES)

Urban Behavior / Costa Blanca (2 National Fashion Retail Chains, 110+ locations)

Creative Designer / Marketing Manager (2007 - 2012)

- Manage annual marketing budgets and work closely with suppliers for all marketing needs and buys.
- Solely designed and executed all in-store promotional sale marketing for 2011.
- Organized and planned National campaigns with various Brand Partners (Herbal Essence, SPC) and special events including radio-remotes (Z103.5) and celebrity autograph signings (Brody Jenner, Justin Bieber, etc).
- Implemented procedures for the distribution of marketing to stores and purchasing process to allow the company to track billing, ensure suppliers were paid on time and maintain proper supplier relationships.
- Revamped the marketing file system structure and introduced a standardized naming convention to ensure files and projects could be easily located.
- Works with all internal departments and stakeholders on their independent design needs.
- Maintained all social media networks for all divisions and worked with the CMS for sending national e-mail campaigns as well as tracking and reporting.
- Collaborated with the design team in executing seasonal photo shoots / in-store campaigns.

JOHN WILSON DESIGN

Freelance Designer (1999 - 2009)

- Worked with clients in various industries to provide design services for their creative needs.
- Displayed responsibility and professionalism when working with clients.
- Ensured reliable design services by providing full-cycle project management; idea/concept to completed product.

SUBATOMIC PRODUCTIONS INC. / MOXION MEDIA

Creative Designer (2004 - 2007)

- Collaborated on multiple projects with principles of the company.
- Involved in an extensive variety of projects from large corporations to small business clients.
- Communicated directly with clients on numerous projects at all levels.
- Created post production print files and supervised press approvals.

PETROFF PARTNERSHIP ARCHITECTS

Junior Graphic / Web Designer, (1999- 2003)

- Designed proposal packages, presentations, posters and other promotional items.
- Created and maintained website and intranet.
- Organized and maintained image, slide, project sheet and other promotional materials and archives.

Education

GRAPHIC DESIGN DIPLOMA

Seneca@York, North York, ON (2004)

- Graduated with Honours.
- Project published in 'Applied Arts' Magazine (Student Award)

* References available upon request.