

Samantha Clark

GRAPHIC DESIGN & MARKETING MANAGER

WORLDWIDE QUEST | AUGUST, 2013 – PRESENT

- + Conceptualize and design all marketing collateral, e.g. digital and print ads, brochures, catalogues, stationery, invitations, window decals, postcards
- + Manage and enforce brand standards
- + Website management, i.e. improving UX, refreshing layouts and content
- + E-newsletter strategizing, list management, and design
- + Create print-, web-, and Powerpoint-based proposals
- + Plan and execute client appreciation events with 150+ guests
- + Manage all social media marketing on Instagram, Facebook, Twitter, and blog
- + Collaborate with Sales team, Directors, printers, SEO partners, India-based web developers, and other suppliers
- + Budget planning and management
- + Manager of two freelance designers, a copywriter, and quarterly Marketing Interns
- + Google and other Analytics
- + Volunteer to plan and execute social activities for staff

SOCIAL MEDIA ASSISTANT, FUNDRAISING COORDINATOR

MABEL'S LABELS | NOVEMBER, 2009 – AUGUST, 2013

- + Nurture and grow 500+ school fundraising partnerships
- + Tradeshow planning including marketing collateral, booth design, set-up and working
- + Acquired sales partnership with Hamilton Spectator
- + Liaise with graphic designer to produce marketing materials
- + Liaise with IT to develop custom CRM software
- + Personal and efficient customer service

ADVANCED ADVERTISING DIPLOMA
SHERIDAN COLLEGE, 2009

EXPERTISE

Adobe Indesign
Adobe Illustrator
Adobe Photoshop
Creative Leadership
Layout Design
Iconography
Hand Lettering
Styling

FREELANCE GRAPHIC DESIGN

DECEMBER, 2013 – PRESENT

- + Volunteer graphic designer for Zachary's Paws for Healing
- + Logos, stationery, invitations, posters
- + Design and marketing consulting for start-ups, from mood boards to full brand packages

PORTFOLIO: TAILOREDPANTSDESIGN.COM

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