

Samantha Bodanis

Senior Graphic Designer

Ontario College Advanced Diploma, Advertising

Sheridan College, 2009

Expertise

InDesign | Illustrator | Photoshop
XD | MS Office | Asana

Digital & print design Creative leadership
Icons & typography Social media
Accessibility Detail & styling

Experience

Brand Director

WORLDWIDE QUEST | AUGUST, 2013 - PRESENT

- Devise and design ALL multi-channel marketing and sales content
- Manage and enforce brand standards throughout all communication
- Website management, i.e. improving UX, refreshing layouts and content
- E-newsletter strategizing, 13K subscriber list management, and design
- Manage all social media marketing on Instagram, Facebook, Twitter, and blog
- Plan and execute client appreciation events, webinar series, and promotions
- Collaborate with Directors, Sales, printers, India-based team, freelancers
- Manager of two freelance designers, a copywriter, and marketing interns

Freelance Graphic Designer

DECEMBER, 2013 - PRESENT

- Volunteer Graphic Designer at Zachary's Paws for Healing for 3.5 years
- Senior Graphic Designer for Toronto-based video production company
- Creator of "Cards for Good", an initiative I began in 2020 to raise money for local charities by designing and selling stationery sets; \$367 donated to date!
- Design and marketing consulting, from mood boards to full brand packages
- Logos, social graphics, stationery, invitations, posters and other signage, billboards, proposals, infographics, GIFS, photo retouching, packaging

Social Media Coordinator

MABEL'S LABELS | 2009 - 2013

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