

## OBJECTIVE

I am searching for a forward thinking company who wants their business clearly presented. I have a proven ability to understand a business's needs and—with minimal involvement from busy executives—produce and present marketing and communication materials. I offer a complete and unique skill set, by combining writing and multimedia development with 5 years of on-the-job experience. I will represent your business with a professional image.

## SKILLS

- Verbal and written communication skills.
- Organized and detail oriented.
- Works well in a team environment and is self-motivated to work alone.
- Print and Multimedia Design using Adobe Illustrator, InDesign, and Photoshop.
- Web Design using HTML, CSS and WordPress.
- Experience with tradeshow event planning, management and execution.
- Experience working with print production agencies.
- Strong knowledge of Microsoft Office—Word, Excel, Outlook, PowerPoint.
- Windows and Mac platforms.

## WORK EXPERIENCE

**MARKETING & GRAPHIC  
DESIGN SPECIALIST**  
United Library Services Ltd.  
June 2010 – Present

- Design and production of two annually printed catalogs (100-300 pages each).
- Design of marketing and promotional materials, including: advertisements, brochures, handouts, posters, signage, and conference collateral.
- Copywriting, editing and proofing of materials.
- Proposal and development of a redesigned website including: wire frames, graphics, copy, content management system, and management procedures (as yet to be implemented).

**MARKETING COORDINATOR &  
GRAPHIC DESIGNER**  
Cascade Faucets Inc.  
Oct. 2009 – June 2010

- Design and production of marketing materials, including: brochures, price books, catalogs, instruction manuals, direct marketing mailers and email campaigns.
- Web development and maintenance of internal and public websites.
- Tradeshow exhibit planning and management.
- Sales assistance and support.
- Maintenance of image, contact and marketing related databases.

**WEB & GRAPHIC DESIGN**  
Freelance  
Nov. 2008 – Present

- Copywriting and graphic design of a variety of print and electronic media.
- Web Development and maintenance for various companies.

## WORK EXPERIENCE CONTINUED...

### **MARKETING & EVENT COORDINATOR**

**Braintech Inc.**  
May 2006 – Nov. 2008

- Complete re-development and regular maintenance of the corporate website—including copy writing, design, coding and production of graphic assets, such as film and flash video—with a focus on enhanced SEO, accessibility and functionality.
- Writing and editing of corporate press releases, product brochures, website content and occasional writing submitted for industry publications.
- Design and production of print, video and web materials for use with sales, marketing and investor relations.
- Development and maintenance of content for online investor relations communications.
- Tradeshow exhibit planning and management.

### **STUDENT PROGRAM ASSISTANT ATHLETIC INITIATIVES**

**UBC Learning Exchange**  
Sept. '05 – April '06

- Managed a database of over 250 student-athlete volunteers involved in three programs: I'm Going to UBC, UBC T-Birds in Schools, and UBC Varsity Readers.
- Organized and held responsibility for up to 60 elementary or middle school aged student visitors, and 20 student-athlete leaders during individual events.
- Recruited and lead orientation sessions for varsity student-athlete volunteers working with inner-city children.

## EDUCATION

### **EMILY CARR INSTITUTE OF ART + DESIGN**

Fall 2008 – Present

- Communication Design – occasional evening courses

### **UNIVERSITY OF BRITISH COLUMBIA**

Sept. 2001 – May 2007

- B.A. English Literature
- Multimedia Intensive Studies Certificate
- UBC Varsity Alpine Ski Team: 2001-2004

## VOLUNTEER EXPERIENCE

### **BC WOMEN'S BOX LACROSSE LEAGUE**

May 2008 – Present

- Secretary: Manage League communications. Lead decisions regarding League Policies, season planning and the future growth of the league.

### **WOMEN'S SALMONBELLIES LACROSSE TEAM**

Jan. 2007 – Present

- General Manager: Fund raising, financial management, equipment management, scheduling, bookings, team communications and team promotion—including development and updates on womensbellies.com.

### **UBC LEARNING EXCHANGE**

Oct. 2003 – May 2006

- Trek Athletic Leader, 2005, Chapman Student Leadership Award, 2005
- I'm Going to UBC and Passions Club Programs, 2004

Thanks for taking the time to look over my CV.  
Feel free to visit my portfolio at: [www.kaitjones.com](http://www.kaitjones.com)