



JENNIFER VIEIRA

EDUCATION

Interactive Design and Production, Diploma
Fanshawe College, 2014 - 2017

Media, Information and Technoculture, BA
Western University, 2013 - 2017

EXPERIENCE

Strike Design Studio, July 2018 - present
Junior Art Director, Part-time

Providing art direction on various projects. Responsibilities include graphic design, brand development, brand strategy, campaign development, copywriting, and website management.

Freelance, part-time, 2016 - present
Graphic Designer

Providing graphic design services for various clients on a part-time basis. Some recent clients include the Canadian Olympic Committee for PyeongChang 2018 and the Children's Aid Foundation of Canada.

Invictus Games Toronto 2017, July - October 2017
Digital Marketing Associate

Managed the Invictus Games Toronto 2017 website and helped develop a communications strategy that successfully engaged national and international markets. Additionally, was one of three supervisors for the Games' digital volunteers. Key responsibilities included auditing and optimizing the website; developing a UX strategy to increase ticket sales; curating content for web and social media; and training and leading volunteers to support Games-time Communications efforts.

Fanshawe College Marketing Competition, January - April 2017
Project Manager & Designer

Lead a team of student designers and developers to create a marketing campaign for the Trillium Gift of Life Network and beadonor.ca. As project manager, I was responsible for ensuring that no detail went unnoticed and the project was delivered to our client on-brief. This meant keeping my team organized, motivated and aware of campaign messaging and direction at all times. As designer, I worked with our team's creative director to develop digital and OOH campaign materials as well as client presentation materials.

ChargeSpot, May - July 2016
Marketing Associate

Planned and developed multiple advertising campaigns for distribution on Facebook, Instagram and Google Ads; conducted keyword research and developed keyword lists for PPC campaigns; implemented A/B testing, analyzed campaign results and iterated on campaigns to increase conversion; oversaw the creation of campaign design assets; used ad campaign results to audit and refresh ChargeSpot's website.

ChargeSpot, May - August 2015
Design, Development & Marketing Intern

Responsible for all graphic and web design, web development, and product photography. Additional responsibilities included managing social media accounts, collaborating with a small team to strategize content marketing plans, and writing and designing ChargeSpot's first whitepaper.

PROFESSIONAL SKILLS & TOOLS

Adobe Creative Suite / Typography / Logo Design
UI Design / HTML5 / CSS3 / Bootstrap / WordPress / InVision
Google Analytics / Google Adwords / Keyword Analysis/ A/B Testing
Strong written & verbal communication / Copywriting
Marketing Strategy / Project Management
Team-minded / Empathic Listener

CONTACT

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PORTFOLIO

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