

# JESSICA CARLO

*multidisciplinary visual designer*

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Having both online marketing and visual design skills, I help under-resourced teams move faster by executing both digital strategies and the design and production of promotional materials.

## EDUCATION

### **Seneca College**

Interactive Media Design Diploma, Toronto  
Fall 2016- Summer 2018

### **Technology Service Corps, NPower Canada**

CompTIA A+ 900 Series Certificate , Toronto  
Fall 2015 -Summer 2016

## SOFTWARE & PROGRAMS

- Photoshop, InDesign, Illustrator, Lightroom, Xd
- Canva, Sketch, Slack, Trello, Invision, Figma
- OS: Windows (XP, Vista, 7), iOS, Android, MacOs
- Microsoft Office Suite (Excel, Word, PowerPoint)
- MailChimp, Wordpress, Squarespace, Hootsuite,
- Google Analytics & Adwords

## HIGHLIGHTS

Refined my skills as a marketing swiss-army-knife: brand strategy, social media, UI design, lead gen, web design, event planning and coordination.

Well-honed skills in creative production with the ability to liaise with a broad range of stakeholders, and third-party vendors on the creation of campaigns.

Affinity for consistency, colour, typography and a keen eye for subtle details and a knowledge of current trends in design and technology

Applies analytical thinking to all marketing activities, collecting stakeholder feedback through surveys, interviews, and using Google Analytics to define KPIs and set deliverables on online marketing efforts.

## WORK EXPERIENCE

### **Freelance, jessicacarlo.com**

Marketing Designer, 2015 to Present

Providing design, photography and marketing support on specific communications projects, such as the design of marketing collateral, downloadable website assets, posters, menu boards, social media graphics, and content creation. Acting as a freelance marketing designer I work closely with entrepreneurs and external vendors to execute projects to completion.

*Clients: IABC/Toronto, EnerQuality, Fonolo, LowestRates.ca, CIBC, City of Toronto, Housing Services Corporation, Toronto Community Housing, CityHousing Hamilton, Earth Day Canada, Canadian Cancer Society.*

### **Braingrid Corporation, Toronto**

Creative & Marketing Manager, May 2018 - Sept 2019

Sole marketing person responsible for all creative, social media and marketing efforts with fast execution. I led in the designing of promotional materials: sell sheets, catalogues, pitch decks, informative thought leadership collateral and e-blasts to target investors and buyers effectively.

### **CIBC, Windows 10 Project**

IT Project Control Officer, Contract Sept 2016- Jun 2017

Hired to coordinate the migration of end-users from implementation to support, including monitoring, tracking and reporting of all deployment data.

Was the first point of contact for the Windows 10 pilot users, escalated a high-volume of change tickets for hardware swaps and VDI assignments.

Assisted in the creation of company-wide communications material for PMO manager, collected and reported end-of-life procedure and cumulative Windows 10 migration feedback.