

JOHN WILSON

CREATIVE
DESIGN
MANAGEMENT
MARKETING

RESUME

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PROFILE

Professional, reliable and highly creative self-starter with strong managerial and leadership skills. Experience that spans creative, marketing and team leadership with both small and large sized companies, helping achieve business objectives while delivering projects on time and on budget. Highly proficient with time-management, multitasking, team and client communication. Master of process implementation and connecting the dots.

SKILLS

- Fluent in Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Advanced knowledge of Quark Xpress, Microsoft Office
- Knowledge of HTML/CSS web design, social media marketing, motion graphics and web programming such as Javascript

EDUCATION

GRAPHIC DESIGN DIPLOMA

Seneca@York, North York, ON (2004)

- Graduated with Honours.
- Project published in 'Applied Arts' Magazine (Student Award)

EXPERIENCE

TC MEDIA (2014 - Present)

Creative Team Lead (The Home Depot)

- Lead a team of designers, supervising creative alignment, consistency and implementation of brand standards across all Home Depot programs, including: Flyer, Signage, Installation Services, Pro and Specialty
- Collaborate with senior management and Content Lead as a brand ambassador and liaison with the client through weekly creative meetings, brainstorming and briefings to ensure all deliverables and timelines are met
- Implement new processes to streamline team communication and project alignment

JOHN WILSON DESIGN (1999 - Present)

Freelance Creative Designer

- Provide exceptional design services to a broad range of clients with a goal to drive sales and create brand awareness
- Displayed responsibility and professionalism when working with clients
- Ensured reliable design services by providing full-cycle project management - from concept to completion

TC MEDIA (2012 - 2014)

Creative Designer

- Collaborated with senior management, creative writers and other designers to brainstorm, conceptualize and provided high-level, multi-channel creative solutions that met client objectives for clients such as The Home Depot, Metro and Pharmasave.
- Developed creative solutions for seasonal and promotional events, in addition to category and department redesigns for flyer and signage
- Created pass-off kits with all artwork needed in various layouts and forms for use by the production team, supervising the implementation of creative, ensuring consistency across the interconnected retail channels

CMT INC. (URBAN BEHAVIOR / COSTA BLANCA) (2007 - 2012)

Creative Designer / Marketing Manager

- Designed and executed all in-store promotional marketing and maintained all social media networks and email campaigns for all divisions
- Planned national campaigns with various brand partners, special events including radio remotes and celebrity autograph signings
- Collaborated with the design team to execute seasonal photo shoots and in-store campaigns, working with internal departments and stakeholders on their independent design needs
- Managed annual marketing budgets and work closely with suppliers for all marketing needs and buys

MOXION MEDIA / SUBATOMIC PRODUCTIONS (2004 - 2007)

Creative Designer

- Collaborated on multiple projects with key corporate executives
- Communicated directly with clients on numerous projects
- Created post-production print files and supervised press approvals

PETROFF PARTNERSHIP ARCHITECTS (1999 - 2003)

Junior Designer / Web Designer

- Created and maintained website and intranet
- Designed proposal packages, presentations, posters and other promotional material
- Maintained image, slide, project sheet and other promotional archives