

Jess Gillis

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At A Glance. I'm a Graphic Designer, Social Media Manager, Content Creator, and Writer with exceptional skills in communications, client services, and administration.

I'm well-versed in both the non-profit and corporate sectors.

Objective. Full-time, contract, or part-time work which allows me to engage my diverse skill set, preferably for a cause I believe in.

Skills

- **Layout**, typography, iconography, writing, editing, and **illustration**
- Familiarity with HTML, CSS, JSON, Bootstrap framework
- Extensive experience with online moderation, **community engagement**, and branded **content creation** via **social media**: Hootsuite, Facebook, Twitter, Linked-in, Youtube, Instagram, Pinterest
- Strong **branding** skills, with proven experience executing and maintaining brand identities across platforms, and adhering to strict brand guidelines both online and in print
- Image editing, batch exporting, retouching
- Experience with **SEO**, Facebook ads
- Passionate and talented long-time **writer**: Web content, media advisories, reviews, articles
- **Bilingual**: English (advanced) and French (intermediate) - written and spoken
- Experience with **editing**: Academic papers, resumes, client content, and websites
- **Office management skills**: Recruitment, training, invoicing, and file management
- Very fast and accurate in a **graphic arts production** setting
- Basic **video production and editing** skills

Software/Apps

- **InDesign**
- **Illustrator**
- **Photoshop**
- Dreamweaver
- Flash
- Canva
- Captivate
- Google apps
- Hootsuite
- **Final Cut Pro 10**
- iMovie, Premiere
- **Trello**
- Slack
- **Wordpress**, Blogger
- Wix, **Nation Builder**
- Outlook, Excel, MS Word
- Powerpoint
- Quark Xpress

Core Skills

- Excellent time management
- Talented wordsmith
- Thorough and attentive
- Independent and a team player
- Self-learner, quick study
- Creative and artistic
- Highly adaptable
- Professional, yet warm
- Adept at multi-tasking
- Thrive on learning, feedback, and growth

Current Studies

- UX and UI basics
- Advanced illustration tools and techniques
- Digital learning tools and techniques
- Advanced social media marketing (Facebook Power Editor, Linked-in ads, Google Adwords)
- Online learning - tools and production
- Marketing metrics and data - analysis and application
- Advanced MS Word
- HTML5, CSS, mobile web design
- Video editing and production
- Advanced SEO

Work

Education Production Specialist

(Contract) *TVO* | May 2018 - Present

- Build and format existing ILC high school, college, and university courses into a new digital framework using Adobe Captivate
- Create, code, and place digital course elements (images, art, interactive tables, web objects, PDFs) in English and French
- Ensure that all deliverables are AODA compliant
- Manage multiple assignments, working across several departments, with extremely tight deadlines
- Track and resolve outstanding queries

Communications and Administrative Assistant

(Contract) *Volunteer Toronto* | December 2016 - November 2017

- Engage with influencers and community via social channels, monitor all social feeds, and handle inquiries
- Deliver on-brand graphics and create engaging social media content while emphasizing organizational core messaging
- Manage facebook ads, research social platforms and apps for potential ROI, track trends, analyze and utilize available metrics to maximize community engagement potential
- Research and remain aware of external relevance and integrate it into content creation
- Manage reception area: Greet and orient visitors, answer and direct calls, track staff schedules

Visual and Digital Communications Specialist

(Freelance) | June 2007 - Present

- Maintain clients' social media presences and websites, create and schedule strategic, on-brand content
- Conceive and produce high-quality graphics, layouts, and branding elements for use in various platforms
- Train clients in various computer and internet applications: Email, blogging, e-commerce
- Maintain relationships with clients, event promoters, photographers, and printers

Social Media Manager

Ballyhoo Push Pin Media | November 2013 - July 2016

- Interact with potential and existing clients and followers, and regularly update all social streams
- Conceive, prepare, and schedule custom content, contests, and regular posts while maintaining brand standards
- Strategize and implement campaigns for community building

Graphic Designer

(Contract) *Dogs In Canada Magazine* | July 2008 - October 2010

- Design and paginate ads according to client specifications
- Liaise with clients

Graphic Production Artist

Trader Corporation | April 2003 - June 2007

- Design ads for Auto Trader, Triad, Resale Homes & Auto Mart
- Periodic staff training on Quark Xpress, Creo, and Mac OS

Training

MS Excel Made Easy (certificate)

Camp Tech, 2017

• Advanced Facebook Advertising

• Facebook Power Editor

• Instagram for Business

Lynda.com, 2017

• Intermediate Web Design

• HTML & CSS (certificates)

TDSB Adult Education, 2015-16

Graphic Arts Production (diploma)

New Brunswick Community College

Volunteer

Computer Tutor

City of Toronto

September 2016 -

December 2016

- Provide front-line client service and ERC orientation
- Greet, mentor, train, and assist clients with internet applications, email, and MS Office applications

Assistant Editor / Contributor

Mooneyontheatre.com

August 2016 - Present

- Research, compile, author, and publish multiple weekly theatre listings on website
- Manage content creation and audience engagement on social media
- Edit drafts for publication, and work with writers to finalize posts

Graphic Designer

CJPME | 2008 - 2011

- Led art direction and implemented designs for various campaigns