

JODEEN HODGSON

SENIOR GRAPHIC DESIGNER

CONTACT

604 880 1568

jodeenh@gmail.com

North Vancouver, BC

PORTFOLIO

➔ Jodeenhodgson.com

➔ LinkedIn: Jodeen Hodgson

EDUCATION

BCIT, After Effects / Motion Graphics, 2021

BCIT, Graphic Design Diploma, with Distinction, 2013 - 2015

Public Speaking & Presentation Skills Course

Kwantlen Polytech University Business Management Diploma

Emily Carr University of Art & Design, Foundations Art Access

SKILLS

Proficient in InDesign, Illustrator Photoshop & Acrobat Pro

After Effects - Motion Graphics

Print & digital Ads & Design

Social Media Marketing

Branding & Corporate Identity

Website maintenance

Proficient in all Microsoft Office programs and the Google suite

Experience using CRM systems

PROFILE

- Bring fun and creative energy to work everyday
- Run with design vision and ensure all creative deliverables are produced on time and on brand
- Collaborate to understand business objectives and create elegant user friendly results
- Clearly and efficiently communicate ideas and rationale to key stakeholders
- Monitor and promote emerging trends in content, design and marketing
- Skilled at relationship building and have a natural rapport with people
- Deep understanding of design, strategy, research and pixel-perfect execution
- Easy to work with, teachable, active listener and take pride in my work

PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC DESIGNER 2019 - present

Glacier Media

- Production, design and editorial layout for **VANCOUVER IS AWESOME**, the **BIV - Business in Vancouver** and the **Real Estate Guide** weekly publications ~ fast pace environment and tight deadlines
- Production and design of specialty magazines, media kits, campaigns, web asset, client ads, sales sheets, signage across multiple brands
- Format artwork, photos and ads to ensure print quality and brand standards are met
- Production GIFS, motion graphics and animated designs

GRAPHIC DESIGNER / MARKETING MANAGER 2013 - 2019

Freelance

- Specializing in corporate identity, package design, editorial layout, print and web design, website maintenance and logo design
- Develop and implement social media marketing campaigns
- Layout and design of e-book, extensive corporate portfolios, developing training manuals, brochures and menus, POS, design product labels and product packaging design
- Coordinated photo shoots, product shots, photographer, model, location
- Designed website layout and on-line store
- Coordinated trade show both and worked at the events

SALES and CUSTOMER SERVICE MANAGER 2009 - 2011

Harbour Publishing, Sunshine Coast

- Coordinated and Facilitated outsourced national sales team to ensure they are on track to reach monthly, quarterly, yearly targets and goals
- Managed and built relationships with our large customers nationally

SALES and MARKETING COORDINATOR 2003 - 2008

Diageo Australia, Sydney, Australia

- Reviewed Marketing materials, Brand promotions with Marketing Managers, creating powerful and effective tools for the sales force

JODEEN HODGSON

SENIOR GRAPHIC DESIGNER

CONTACT

604 880 1568
jodeenh@gmail.com
North Vancouver, BC

PORTFOLIO

→ Jodeenhodgson.com
→ LinkedIn: Jodeen Hodgson

INTERESTS

Snowboarding
Yoga
Silk screening Art Prints

- Meticulously tracked spending, ensuring objectives were accomplished within financial guidelines
- Implemented state-wide trade activation budgets; performed cash flow analysis reconciling budget to actual spend
- Reviewed and analyzed weekly tracking reports to ensure we were on track for meeting objectives

EVENT PLANNING and COORDINATION:

- Developed comprehensive promotional and distribution plans
- Organized and ran 3 day quarterly Trade Development Conferences involving all Field Sales Managers, Sales representatives and state Key Account teams in NSW, (sales team of 75+ employees attend every event)
- Focused on specific plans of action to achieve sales goals over the next 3 months
- Worked with individual Brand Marketing Managers ensuring their sales tools and ideas were incorporated

Diageo Australia, continued 2004 - 2005
TRADE ASSET COORDINATOR

- Managed all retail assets, valued in excess \$40 million
- Built and maintained strong business relationships with key suppliers and customers, ensuring trust, rapport and exceptional cooperation
- Designed and implemented improvements for tracking assets; worked closely with IT to integrate new process

PR MEDIA COORDINATOR 2002-2003
Pathé Productions, London, UK

- Assisting the PR team to organize film launches, events, interviews, theatre seating plans and the after parties

NEWS GATHERING
BBC Radio, London, UK

- Tracking foreign correspondence stories for accounts payable dept

Extensive corporate training in, facilitation, sales, marketing, management and leadership:

- High Performance Coaching
- Public Speaking and Presentation Skills
- Facilitator Training
- Mind Gym - Your Impact on Others and Collaborative Solutions

COMMUNITY SERVICE

Volunteer, Breast Cancer Awareness and fundraising 2014 - 2018
Sechelt Festival of the Arts 2011
Haida Gwaii Film Festival 2011