

Greg Girard, BFA (New Media)

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Branding and identity, Adobe Creative Suite, online lead generation technologies, marketing automation, production management, social media, XHTML, CSS, JQuery, SEO/SEM, Salesforce CRM, Wordpress CMS.

Overview of Qualifications

Holding a BFA (New Media) from the University of Lethbridge, I am located in Calgary and love developing interesting concepts and then making them a reality. I firmly believe in solid planning, an innovative approach, hard work and inspiring results.

- Graphic designer with a heavy focus on branding and identity, experience managing production schedules, an in-depth knowledge of the Adobe Creative Suite, and an excellent understanding of conceptual communication and project planning.
- Online marketer with experience in lead generation, marketing automation, email drip campaigns, SEO/SEM best practices, analytics reporting, and social media initiatives.
- Web designer/developer with a firm understanding of XHTML, CSS and JQuery web standards as well as knowledge of Salesforce CRM system. Additional experience designing and developing for Wordpress CMS.

Experience

Web and Graphic Designer at Solium Capital

March 2010 - November 2011

As a member of the Marketing and Communications team, responsible for design-based brand development and management, integration of lead generation and marketing automation initiatives and best practices, website development and collateral execution, as well as production coordination and management.

Web and Graphic Designer at Glue Solutions

2009

Worked closely with clients to determine their marketing requirements and develop strategic solutions. As an integral member of the production team, produced digital and print media while addressing technical and logistical issues related to project objectives. Engaged in sales activities and operational initiatives. Coordinated with suppliers and printers to ensure product deliverables on time and on budget.

Graphic Designer at Digital Post

2008

Assisted clients in the design and production of business materials. Operated in-house digital print equipment and liaised with central print facility to ensure timely and accurate production and delivery.

Education

University of Lethbridge
Bachelor of Fine Arts, New Media
2006 – 2009

Graduated with BFA (New Media). Providing training in both creative and technical development, the New Media program focuses on the production of cutting edge digital media by combining diverse areas of study. The result is a highly adaptive interdisciplinary skill set.

University of Calgary
Marketing Certificate Program
On-going

Committed to continuously enhancing existing skill-set. The Marketing Certificate Program allows the exploration of new technologies, to examine industry best practices, and learn from a range of highly qualified and experienced professionals.

Volunteer Initiatives

Pixels for Palsy

Currently coordinating with the Cerebral Palsy Association in Alberta to initiate a fund raising and awareness effort. The project will showcase local graphic design work and provide businesses and organizations with exposure while supporting a worthwhile cause.

JOI to the World Campaign

For the fourth year, JOI Media is organizing its JOI to the World campaign with the aim of spreading hope and happiness in the form of gift boxes to the city's less fortunate. Volunteering time and energy to fill and deliver boxes over the holiday season.



Contact Information

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