

Jen Freedman

Marketing | Graphic Design | Photography

EDUCATION

Bachelor of Business Administration

Mount Royal University

+ Majoring in Marketing

+ Minor in Innovation and Entrepreneurship

Graphic Design Certificate

Mount Royal University

+ Highly Proficient in Adobe Creative Suite

EXPERIENCE

Marketing and Communications Coordinator

2021 - Present

West Island College Calgary

- + Managed social media accounts by implementing strategies and tactics that grew followers, increased engagement, and built brand awareness.
- + Designed, wrote, and photographed social media posts, stories, and reels to advertise school's education, facilities, and events.
- + Created and maintained the the production and placement of brand consistent projects, including print advertising, collateral materials, digital and outdoor advertising, and special projects.
- + Defined and executed ongoing internal communication programs through weekly email campaigns to increase employee and family engagement, enthusiasm, and awareness. Readership increased by 40%.

Freelance Digital Designer, Marketer & Photographer

2013 - Present

Jen Freedman Designs

- + Identified, analyzed & maintained client goals and satisfaction by developing digital marketing strategies and solutions to achieve clients' objectives
- + Provided expert consultation to diverse clients (individual and corporate) on creating the most appropriate style, mood and expression to meet or elevate their expectations
- + Creatively direct and design fashion, lifestyle & commercial photo shoots while collaborating with other photographers, models and hair & make-up artists to create unique photos
- + Created and Developed a media communication strategy across multiple media platforms
- + Developed numerous marketing programs (logos, brochures, newsletters, infographics, presentations, and advertisements) and guaranteed that they exceeded the expectations of our clients
- + Managed up to 5 projects or tasks at a given time while under pressure to meet weekly deadlines
- + Provided market research, forecasts, campaign results, and consumer trends

SKILLS



Design



Communication



Leadership



Photography



Client Engagement



Storytelling



Copywriting



Web Design

PROFICIENCY



Adobe Creative Suite



Microsoft Programs



Google Suite



Wordpress



Social Media Platforms



Photography

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EXPERIENCE

Content Creator and Social Media Strategist

2020 - 2022

Jumping Elephant

- + Successfully spearheaded campaigns for multiple clients on social media platforms including Facebook, Twitter, LinkedIn and Instagram
- + Welcomes constructive criticism with an open mind, always seeking to improve work
- + Responsible for monthly newsletter publication for clients featuring monthly promos, product information and recent blog posts
- + Collaborated on client designs to create projects that are brand focused

Promotion & Digital Graphics Assistant

2019 - 2021

101.5 TODAY Radio & WILD 95.3, Pattison Media

- + Communicated with the team to creatively design digital website advertisements for a diverse clientele
- + Implemented an efficient communication system with listeners and on-air for the 1k a day contest on 101.5 TODAY Radio
- + Utilized social media and website analytics tools to track consumer engagement and draw conclusions about campaign data
- + Assisted the promotions and on-air teams with developing and implementing social media strategies
- + Provided engaging customer service on social media to ensure that their reputation stays in line with the desired brand position

Media Specialist

2013 - 2018

Camp BB-Riback

- + Photographed and documented youth experiences
- + Maintained social media content development by coordinating and implementing marketing communication
- + Designed flyers, postcards, and additional promotional material
- + Wrote, edit and proofread all published informational blog posts for accuracy
- + Organized and maintained events and details in Microsoft Excel and Word documents

VOLUNTEER

Adoptable Animal Photographer

Alberta Animal Rescue Crew Society

- + Photographed adoptable cats & dogs to assist in finding their "fur"ever home

CONTACT



128 Pump Hill Gardens SW
Calgary, AB T2V 4M5



403 - 816 - 8758



jenfreedman.designs@gmail.com



@photosbyjenfreedman



www.jenfreedman.com



linkedin.com/in/jenfreedman

REFERENCES

Lucas Roberts

Digital Graphics Manager
+ 403.404.0331

Sarah Kirkpatrick

Jumping Elephant Owner
+ 403.875.9248
+ Sarah@jumpingelephant.guru

Stacy Shaikin

Camp BB-Riback Director
+ 403.471.5547
+ shaikin@campbb.com