

# 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

### Promotion & Digital Graphics Assistant

2019 - Present

101.5 TODAY Radio & WILD 95.3, JPBG

- + 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

### 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
- + Managed communication between client's marketing team and external partners to create and share

## SKILLS



Design



Communication



Creativity



Copywrite



Leadership



Photography



Event Planning



Marketing

## PROFICIENCY

Adobe Indesign

Adobe Illustrator

Adobe Photoshop

Microsoft

Social Media Platforms

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## EXPERIENCE

### Content Creator and Social Media Strategist

2020 - Present  
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

### Guest Relations Agent

September 2017 - December 2017  
Calgary Zoo

- + Maintained at least 30 guest surveys per day to assist the zoo in keeping the best guest satisfaction
- + Assisted customers in creating knowledgeable, informed decisions on becoming a Calgary Zoo member
- + Interacted with a high volume of customers while providing excellent and efficient customer service
- + Offered every customer the ability to donate while purchased; donations totaled over \$300 during the 2017 Zoo Lights season

### 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



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## REFERENCES

### Lucas Roberts

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### Sarah Kirkpatrick

Jumping Elephant Owner  
+ 403.875.9248  
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### Zev Abosh

Photographer Peer  
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### Stacy Shaikin

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