

Samantha Bodanis

GRAPHIC DESIGNER

Highly creative and thoughtful individual with extensive experience managing multiple design and marketing projects with varying complexities, timelines, and stakeholders. In search of a challenging graphic design position with opportunities to grow and advance.

TOP SKILLS

Id | Ai | Ps
Design research
Creative leadership
Attention to detail
Accessibility

EDUCATION & CERTIFICATION

Ontario College Advanced
Diploma, Advertising
Sheridan College, 2009

Registered Graphic Designer
(RGD) Affiliate Member

FAVOURITE THINGS

Running 10Ks
Uppercase magazine
Botanicals

EXPERIENCE

Brand Director

WORLDWIDE QUEST | AUGUST, 2013 – PRESENT TORONTO
Alongside the Managing Directors, I research, plan, and design all multi-channel marketing and sales materials for this small group tour operator.

- Manage and enforce brand standards throughout all communication
- Website management, i.e. improving UX, refreshing layouts and content
- E-newsletter management and design with open rates averaging 54%
- Manage all social media marketing on IG, Facebook, Twitter, and blog
- Collaborate with Directors, Sales, printers, India-based team, freelancers
- Manager of two freelance designers, a copywriter, and marketing interns

Graphic Designer

TAILOREDPANTS DESIGN | DECEMBER, 2013 – PRESENT TORONTO

- Volunteer Graphic Designer at Zachary's Paws for Healing for 3.5 years
- Senior Graphic Designer for video production company The Mind Refinery
- Design pitch packages including photo sourcing, iconography, mock-ups
- Creator of "Cards for Good", an initiative I began in 2020 to raise money for local charities by designing and selling stationery sets; \$367 donated
- Design and marketing services, from mood boards to brand packages

Social Media Coordinator

MABEL'S LABELS | 2009 – 2013 HAMILTON

tailoredpants@gmail.com

905 617 1270 | TORONTO, ON

PORTFOLIO

www.tailoredpantsdesign.com

