

Samantha Bodanis

GRAPHIC DESIGNER

EDUCATION

Ontario College Advanced Diploma in Advertising

Sheridan College, 2009

TOP SKILLS

Visual storytelling
Design principles
Creative leadership
Marketing mindset

TECHNICAL SKILLS

Adobe Creative Suite,
including: InDesign, Illustrator,
Photoshop, After Effects, and
Premiere Pro

PLUS: Accessible graphic
design, prototypes in Sketch,
and collaboration tools such
as Asana, Figma, and InVision

FAVOURITE THINGS

Running 10K's
Dining in new cities
Collecting stationery

Highly motivated 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 advance.

EXPERIENCE

Brand Director

WORLDWIDE QUEST | AUGUST, 2013 – PRESENT TORONTO
Alongside the Managing Directors, I research, plan, design, and manage all multi-channel marketing and sales materials for this sophisticated travel company.

- Diligently enforce brand identity and style guide throughout promotions
- Website management, i.e. improving UX, refreshing layouts and content
- Results-driven e-newsletter strategy and design with open rates 55% and up
- Compelling direct mail catalogues with up to 130 pages of tours and content
- Curate assets and content for use across digital communication channels
- Collaborate with Directors, Sales team, printers, India-based team, freelancers
- Manager of freelance designers and copywriters, plus marketing interns

Freelance Graphic Designer

TAILOREDPANTS DESIGN | 2013 – PRESENT TORONTO

- Logos, brochures, flyers, billboards, social media graphics, and beyond
- 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*, designing stationery sets to raise money for local charities; \$367 donated!

Social Media Coordinator

MABEL'S LABELS | 2009 – 2013 HAMILTON

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PORTFOLIO

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