

DANI VALLIS

GRAPHIC DESIGNER & SOCIAL MEDIA

SUMMARY

Highly motivated self-started with a diverse graphic design background with a passion for design, marketing, social networking and event planning.

Dedicated to creating marketable designs that help sell the brand or product. With an entrepreneurial spirit, ability to multitask different projects and flexibility to work with new mediums I am seeking a creative position that can benefit from my design and marketing skills.

EXPERIENCE

Owner | Invited By Dani

London, Ontario | January 2016 - Present


- Design high quality, customized wedding/party invitations
- Stay on trend with the industry for the latest designs
- Coordinate with third party vendors
- Run trade show booths

Graphic Designer | CAA South Central Ontario

Thornhill, Ontario | August 2014 - August 2016

- Design and develop marketing collateral for Travel Retail
- Maintain the department's archive of logos & images
- Ensure all Travel and Retail Services related materials are consistent with the CAA's Brand strategy and adheres to all CAA Brand standards
- Develop and brand standards that reinforce the Travel & Retail image

 261 South Street, London

 647.919.4366

 info@danivallis.com

 www.danivallis.com

EDUCATION

Marketing Certificate

University of Toronto

2013 - 2015

Graphic Design Diploma

Fanshawe College

2009 - 2012

KEY SKILLS

Adobe Creative Suite

- Photoshop

- Illustrator

- InDesign

- After Effects

Social Media

Strong Marketing Focus

Communication

Client Relations

Teamwork

Leadership

Entrepreneurial Spirit

EXPERIENCE

Graphic Designer | Talize

Toronto, Ontario | August 2013 - June 2015

- Design and production of retail designs for in store merchandising
- Social media websites such as Facebook, Twitter, Instagram and Pinterest on a daily basis
- Over saw design of new website with developer on a Wordpress platform and trained HR employees for job postings
- In charge of marketing campaigns to promote sale days and seasonal promotions
- Worked with CRM, and Constant Contact for e-newsletter

Graphic Designer | TSC Stores

London, Ontario | March 2013 - August 2013

- Worked on a team of to create a weekly distributed flyer. I worked heavy on production and layouts of this flyer

Graphic Designer | Western Fair District

London, Ontario | August 2012 - March 2013

- Maintained the company's custom CMS website
- Helped to create promotions, sales, graphics, shows and events
- Helped out with many different brands of the Western Fair District
- One of my largest achievements while working there was creating the identity and branding for the Beer and BBQ Show

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