

Sylvie Tremblay

3 Margery Avenue

St. Catharines, ON L2R 6J6

905-682-0507 stremblay1965@gmail.com

Summary of Skills

- Creative Graphic Designer with extensive experience in advertising, media, publishing and marketing
- Accustomed to performing in deadline-driven and challenging environments
- Strong organizational, time management and communication skills
- Exceptional collaborative and interpersonal skills, working effectively in teams and independently
- Highly proficient with both Mac and PC platforms and a wide variety of design software
- Open and positive attitude towards work, training and skills development
- Fluently bilingual in French and English

Work History

Grand Erie Home Hardware Building Centre Dunnville, ON
Graphic Designer/Marketing Assistant 2020 – Present

- Working on PC platform using Adobe Creative Cloud, Photoshop, Illustrator, Acrobat, InDesign
- Proficiency with Microsoft Word, PowerPoint, Excel and file management
- Creating high visual impact designs for both print and digital flyers and ads for three locations in compliance and conforming with corporate branding, policies and procedures
- Producing at all levels, from concept to final design stages of projects
- Designing in-house promotional material such as signs and posters for all three locations
- Taking photographs of products and researching product information for social media platforms
- Using Prism “Point of Sale” software to enter promotional flyer products
- Preparing pre-press files for printers, requesting print quotes and working with ad and sales teams
- Participating and contributing in marketing team and management meetings
- Brainstorming new marketing solutions and designs

Fort Erie Observer Fort Erie, ON
Graphic Designer - Remote 2019 – Present

- Creating ads and designing story layouts with pagination for community newspaper
- Collaborating with the publisher, sales representative and printer.
- Meet deadlines with strong attention to detail and review proofs for accuracy

Niagara This Week – Metroland Media - Production Department Thorold, ON
Graphic Designer/Production Coordinator 2003 – 2019

Publications Included: Niagara This Week, The Grimsby Lincoln News, The Farmers’ Monthly, Niagara Life Magazine, OutVision, Cheers magazine and local Community and Visitors Guides

- Working on Mac platform using Adobe Creative Suite, Photoshop, Illustrator, QuarkXpress, Acrobat InDesign Microsoft Office Suite: Word, Excel, Publisher and PowerPoint
- Conceptualizing & creating page layouts/dummies for newspapers and magazines
- Reporting to Production Manager and collaborating with Production team, Editorial, Sales Departments
- Attended meetings and worked with other newspapers and printers
- Prioritizing tasks and coordinating with all departments to meet tight deadlines
- Creating and laying out ads, flyers, logos, advertorials, pagination of newspapers and magazines

Freelance Experience

DiCAN Inc.	2019 - Present
Create ads, brochures, sell-sheets, posters, other marketing material consistent with the company brand standards.	
OCNA – Ontario Community Newspaper Association	2007 - 2022
Design and layout for annual Better Newspaper Competition Awards booklet and various other promotional material. Creating interactive PDF for digital booklet.	
Lancaster, Brooks and Welch, LLP	2015 - 2019
Design and layout for ads, brochures, Ice Dog rink board, website sliders, invitations and posters	
Sean Ryan, Broker, EXP Realty of Canada Inc.	2017 - 2019
Design and layouts for social media covers, ads, brochure and magazine	
BCYCNA – British Columbia and Yukon Community Newspaper Association	2015
Design and layout for 2015 Media Guide	
Pro Bono Graphic Design Work:	2015 - 2018
Lincoln County Humane Society	
Sister of Soul _ Big Brothers, Big Sisters of Canada	

Education

University of Guelph	Guelph, ON
Fine Arts (One Year)	1986 – 1987
Niagara College of Applied Arts and Technology	Welland, ON
Fashion Arts Diploma	1984 – 1986

Experience, Training and Certification

Lifetime Learning Centre	St. Catharines, ON
Microsoft Office Certification	2020
Worker Health and Safety Awareness Certificate of Completion	2020
Smart Serve Certification	2000
Bartending: Worked 17 years in the service industry developing excellent customer service skills	

REFERENCES AVAILABLE UPON REQUEST