



MARTHA BOCTOR

GRAPHIC DESIGNER

CONTACT

780-604-3526

martha@boctor-designs.com

www.boctor-designs.com

PROFILE SUMMARY

- Diverse, results-oriented graphic designer with over 15 years of hands-on, multi-faceted design experience including experience in print, digital and marketing
- Demonstrated ability creating designs and concepts for various print and digital forms of publications, promotional and display materials, signage, banners, drawings, and artwork using knowledge of design techniques, tools, and principles in established graphic design standards
- Proven success working in a fast-paced environment while meeting tight deadlines
- Creative problem solver with strong leadership skills and an ability to foster exceptional working relationships
- Adaptable, organized, and detail-oriented life-long learner with excellent work ethic, strong time management and interpersonal skills
- Collaborative team player who is also capable of working independently with minimal direction

WORK EXPERIENCE

GRAPHIC DESIGNER

RIVER CREE RESORT & CASINO | 2019 - PRESENT

As part of the Marketing Team and with a focus on indigenous art, design and culture, I manage the creative and graphic design of online and offline advertising elements and marketing collateral from concept to design to implementation across the resort. Serving as the creative expert, designer, brand asset manager, critic, researcher, and visionary overseeing all sales and campaign literature, in-house merchandising, monthly mailers, advertisements, trade show support materials, etc. Responsibilities also include:

- Working collaboratively with various stakeholders to determine requirements and vision for design elements
- Providing management of design solutions (new, existing and those in need of renovation/innovation) which support sales and marketing needs with consideration of costs, limitations and electronic media options
- Managing workflow and the project process within the various business segments, establishing project priorities, assessing timelines/resources and maintaining ongoing communication
- Coordinating content, photography, trademark, preprint layout requirements and maintaining library of assets
- Implementing graphics standards and ensuring consistency and adherence to guidelines working with internal and external resources
- Providing special project design development for national meetings, new programs being launched, marketing campaigns, presentation support, etc.
- Updating website and online material with content, events, new products and promotions
- Creating marketing emails and forms via mailchimp

REFERENCES

TARA VAN HORN

Marketing & Design Manager,
Coventry Homes
780-991-3536
tara.vanhorn@coventry-homes.com

ANDREA YURY

Previous Marketing Manager,
Carrington Communities
780-893-8226



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GRAPHIC DESIGNER

PROFESSIONAL SKILLS

Windows and Mac

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

After Effects

Outlook

PowerPoint

Microsoft Word

Microsoft Excel

Dreamweaver

Wordpress

Unbounce

Constant Contact

Mail Chimp

Hootsuite

HubSpot

CRM (Salesforce)

Dropbox

WORK EXPERIENCE CONTINUED

GRAPHIC DESIGNER

COVENTRY HOMES | SEPTEMBER 2017 - MARCH 2019

Responsible for upholding the Coventry Homes brand standards while creating a variety of engaging visual content that supported the marketing goals and objectives. Key responsibilities included:

- Managing, developing and executing marketing collateral for web and print including but not limited to, exhibits and displays, publications, sales and marketing brochures and materials such as handbooks and newsletters, outdoor and digital signage, websites, e-marketing, POS material, online advertisements and other multi-media applications
- Assisting with website updates and maintenance, including minor coding
- Identifying, sourcing and suggesting vendors or service providers for printing and other production
- Managing and maintaining design and project schedules and providing weekly status updates
- Developing and maintaining specifications and standards for printing and other production
- Creating various animated campaigns using After Effects to be featured at the Oilers arena

BRAND SPECIALIST/CREATIVE DIRECTOR

CLEAR SKIES GROUP OF COMPANIES | MARCH 2017 – AUGUST 2017

Hired into a newly created position to help establish a consistent, strong brand and web presence in the market for Clear Skies Group of Companies comprised of 3 sub-divisions (Clear Skies Heating & Air Conditioning, Clear Skies Plumbing Ltd and Quality HVAC Products Ltd). Responsibilities included creating and managing web content, and developing and implementing a marketing strategy and a social media strategy, while focusing on creating promotional material based on competitor research and reporting. In addition, I oversaw and created all graphic design/marketing materials to standardize elements and reinforce brand recognition. Key areas of responsibility included:

- Developing and managing marketing strategies and accompanying budgets in line with company objectives including creating integrated plans that connect digital, social, mobile and traditional efforts (including tradeshow events)
- Developing and overseeing a Digital Strategy which included various elements such as Web Design, SEO, Google and web analytics, Google AdWords and social media initiatives
- Amalgamating the 3 subdivisions' separate websites into one consistent, modernly designed website
- Designing and executing effective print collateral, identity package, presentations, door hangers, residential quotes, commercial documents, web based and online advertising
- Assisting in the development and maintenance of all external company presence, such as vehicle wraps and building signage
- Creating and analyzing reports from Google analytics, Facebook advertising, Facebook pages and Google pages
- Planning and managing company events, including an employee appreciation program
- Planning, writing, editing and proof-reading all content including website, landing pages, print materials, blogs and social media posts (LinkedIn, Twitter, Facebook, Google and You Tube)
- Coordinating with print vendors, web designers and radio vendors



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EDUCATION

VISUAL COMMUNICATION DESIGN MAJOR 2005 - 2007

Design and Digital Media major
Grant MacEwan University
Edmonton, Alberta

DESIGN FOUNDATIONS DIPLOMA

2004 – 2005
Grant MacEwan University
Edmonton, Alberta

WORK EXPERIENCE CONTINUED

GRAPHIC DESIGNER/MARKETING COORDINATOR

CARRINGTON COMMUNITIES | SEPTEMBER 2014 - MARCH 2017

Provided graphic design services for print and web-based marketing products including logos, brochures, flyers, folders, handouts, property spec sheets, outdoor signage, and interior signage for sales centres. Liaised and coordinated with various stakeholders to ensure the visual design communicated the desired message, and functioned successfully for varying technical and performance specifications. Key areas of responsibility included:

- Designing and maintaining the upkeep of all interior and exterior signage including billboards, flags, marketing panels and banners at each of the various Carrington Communities
- Planning various marketing events including Carrington Connection Events and Grand Openings
- Creating brand identities for new developments, product lines and corporate programs
- Designing and executing effective print, direct mail, online advertising and social media campaigns

CREATIVE DIRECTOR/ ACCOUNT EXECUTIVE

THE SALES EFFECT, EDMONTON, AB | NOVEMBER 2011 - SEPTEMBER 2014

Designed various print and digital materials and integrated them with the Customer Relationship Management (CRM) system. Key areas of responsibility included:

- Conducting market intelligence on client prospects and uncovering the prospect's needs and business goals
- Establishing mutually agreed upon timelines for project work with clients and communicating these to internal team members to ensure project deadlines and client requirements were met
- Planning, developing and executing sales strategies to meet established quotas
- Preparing job quotes, liaising with and managing outside resources, printers and photographers
- Providing creative designs and setting up for tradeshow, networking events and other activities
- Performing cold calling, coordinating email invitations and documenting in CRM

JUNIOR GRAPHIC DESIGNER

JUNEWARREN-NICKLE'S ENERGY | OCTOBER 2010 - NOVEMBER 2011

Under the direction of the Supervisor of Creative Services, designed and updated various print and digital material for distribution. Key areas of responsibility included:

- Performing graphic design, page layout, advertising and visual communications tasks for the company's publications and projects
- Developing designs for advertising, editorial, and promotional materials for the Marketing and Sales Department
- Collaborating with the Editor(s), Art Director, Marketing Manager and Director of Sales to capture requirements and interpret these needs into feasible designs and visual materials

WEB MASTER

THE RUNNING ROOM | AUGUST 2007 - OCTOBER 2010

Produced various designs for such things as event pages, monthly employee newsletters, interactive magazine layouts, web banners, webpages, social media and advertisements using a variety of techniques and software for both print and digital communications. In collaboration with the marketing and management teams, distributed these designs through a variety of communication channels. Key areas of responsibility included:

- Providing consultation and advice on design, layout and production of material
- Supporting the onboarding of new staff
- Providing strong project management, co-ordination, leadership and presentation skills
- Creating marketing e-mails using Dreamweaver (HTML & CSS) and Photoshop