



## CONTACT INFO

- +1 604 704 3870
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- www.linkedin.com/in/ellenjdaly
- Vancouver, BC
- @ellendalydesign

## EDUCATION

### Honours Bachelor of Arts in Visual Communications

Munster Technological University  
Cork, Ireland  
2014-2018

## EXPERIENCE HISTORY

### Graphic & Digital Design Lead

Paris Orthotics Ltd.  
Vancouver, British Columbia  
November 2022 - Present

### Graphic Designer

GreenPlanet Wholesale  
Surrey, British Columbia  
February 2019 - November 2022

### Freelance Graphic Design & Digital Marketing

Ellen Daly Designs  
International  
February 2016 - Present

### Sales Support Supervisor

Staples  
Vancouver, British Columbia  
November 2018 - February 2019

### Store Supervisor

Selected FEMME/HOMME  
Cork, Ireland  
November 2016 - November 2018

## CERTIFICATES

### The Fundamentals of Digital Marketing

Google Garage

### Educational Credential Assessment - Bachelors Degree Hons

World Education Services

## PORTFOLIO

www.ellendalydesign.com

## OBJECTIVE

Versatile and motivated professional seeking to advance in the field of graphic design and marketing. Able to provide expert skill and knowledge in marketing techniques and design principles, all while maintaining an adaptable style and skill set that properly illustrates brand guidelines.

## SUMMARY OF QUALIFICATIONS

- 4+ years fully immersed in graphic design and marketing while working on the creative marketing teams for Paris Orthotics Ltd., GreenPlanet Wholesale and multiple related sub-brands giving me both local and global industry experience in design.
- Formally trained graphic designer with a Bachelors of Arts Honours Degree in Visual Communications.
- 3+ years of managerial experience and team leadership as a retail store supervisor in multiple settings as well as recent experience in art and design directing and team leading.

## SKILLS HIGHLIGHTS

### Graphic Design, Illustration and Branding

- Can lead and action the visual representation of multiple brands across digital, print and interpersonal channels.
- Improved customer experience and usability through visual design and usability implementation including UX and UI design for website, PWA and Native Apps.
- Carefully crafted social media posts, website assets and digital display adverts across online channels for multiple brands.
- Constructed company info-graphics, presentations, and online blogs to visually represent company data.
- Created annual print product catalogues for GreenPlanet and associated brands containing over 1,700 products.
- Designed company merchandise, print material and apparel for both educational and promotional purposes.
- Solidified a strong brand identity for multiple companies under Paris Orthotics Ltd., the GreenPlanet umbrella, as well as multiple freelance clients.

### Digital Marketing

- Developed and designed content calendars for social media, email and website.
- Organized monthly marketing campaigns across multiple digital platforms.
- Analysed ROI data and campaign results to improve future marketing strategies.

### Team Management and Leading

- Created visual aids to lead cross departmental teams to ensure smooth project completion.
- Coordinated team projects and marketing strategy through leading team meetings and providing visual aids for difficult concepts.
- Organised and delegated tasks to ensure project completion.
- Ensured project goals were achieved by careful outsourcing, internal delegation, and creating streams of communication for task and project efficiency.

## SKILLS BREAKDOWN SUMMARY

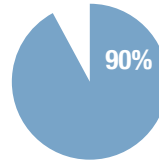
### SOFTWARE SKILLS

Adobe InDesign.....	90%
Adobe Photoshop.....	90%
Adobe Illustrator.....	90%
Adobe Acrobat.....	85%
Microsoft PowerPoint.....	85%
Microsoft Outlook.....	85%
Microsoft Teams.....	85%
Slack & Asana.....	85%
Google Office Suite.....	80%
Google Docs.....	80%
Google Slides.....	80%
Mailchimp.....	80%
Crello/Canva.....	80%
Facebook Business.....	80%
Hootsuite.....	70%
Google Sheets.....	70%
Microsoft Excel.....	65%
Microsoft Office.....	65%
Procreate.....	50%
Adobe Premier.....	50%
Adobe After Effects.....	50%

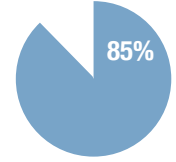
### RELEVANT SKILLS

Leadership.....	90%
Oral Communication.....	90%
Written Communication.....	90%
Social Media Management.....	85%
Caption Writing.....	85%
Time Management.....	85%
Graphic Design.....	85%
Design Principles.....	85%
Digital Design.....	85%
Typography.....	80%
Presentation Creation.....	80%
Infograph Creation.....	80%
Editorial Design.....	80%
Print.....	80%
Print Communication.....	80%
Store Signage.....	80%
Icon Creation.....	80%
Logo Design.....	80%
Brand Identity.....	75%
Storyboarding.....	75%

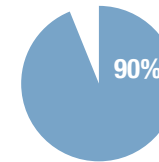
## STRENGTHS



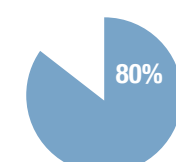
COMMUNICATION



CREATIVE PROBLEM SOLVING



INTERPERSONAL SKILLS



TEAM WORK

## PERSONALITY TRAITS

Dedicated.....	★★★★★
Outgoing.....	★★★★★
Creative.....	★★★★★
Problem Solver.....	★★★★☆
Self Starter.....	★★★★☆
Attention To Detail.....	★★★★★
Fast Learner.....	★★★★☆
Detail Orientated.....	★★★★☆
Tech Savvy.....	★★★★☆

## HOBBIES & INTERESTS

- PAINTING
- HIKING
- SNOW BOARDING
- MUSIC
- RUNNING
- CAMPING
- FASHION

## LEARN MORE ABOUT ME

You can learn more about me, my work and my life by visiting my website [www.ellendalydesign.com](http://www.ellendalydesign.com)



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