



JENNA HOOPER

Graphic Designer

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WORK EXPERIENCE

Molson Coors Beverage Company

Toronto, ON / Jul 2018 - Present

Marketing Production Designer

As a member of the Studio In-house agency, we assist various beverage brands on their marketing production materials, digital assets, emails, and websites. Managed and coordinated multiple website prototypes and designs, research and mocking several microsites, and creating style guides. Design and deploy email campaigns within Salesforce Marketing Cloud and created brand templates. During my time at Molson, I have participated in several print and digital advertising promotions and created marketing production materials. Daily I interact with stakeholders on the marketing team to communicate timelines and manage expectations, project management plays a crucial role in generating results. Recently I have gained some introductory experience in animation for digital assets.

Redtag Vacations

Toronto, ON / Sept 2013 - Jul 2018

Web & Graphic Designer

Lead the design and production of promotional banners and limited time landing pages on Redtag.ca. Responsible for daily, seasonal, and cross promotions. Assisting coordination of marketing, social media, and advertising campaigns. Design and development of landing pages. Working with the promotional team to deliver newsletter e-blasts for distribution across Canada.

Intrafinity Inc. (Sharpschool)

Toronto, ON / Apr 2013 - Jul 2013

Graphic Design Contract

As part of the design department I worked on several projects that included mockups and implementation for new client initiatives designs for school templates using a content management system.

Shadowbox Learning Services

Orillia, ON / Nov 2011 - Apr 2013

Web & Graphic Designer

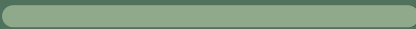
In this position, I was part of the production team developing and designing for online courses which includes slide creations, audio editing, interface design, editing and cropping photos. Design marketing material for Shadowbox and assisted in any other design projects.

EDUCATION Humber College Multimedia Production & Tech

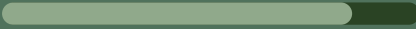
Senior designer with 10 years of experience in both digital and print. Having a strong work ethic and ability to work independently or with a team allow me to be productive in any circumstance. My willingness to learn and ambition motivates me to always strive for excellence.

SKILLS

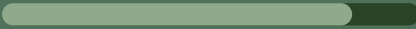
Adobe Illustrator



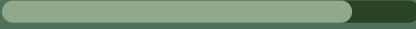
Adobe Xd



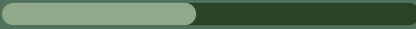
Adobe Photoshop



Adobe InDesign



Adobe After Effects



Sketch

