

CONSTANCE MITCHELL

CONTACT

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✉ info@constance.design
💻 <https://constance.design>

EDUCATION

CODING BOOTCAMP CERTIFICATE
Univesity of Toronto -- 2022

SOCIAL MEDIA MANAGEMENT
Trained by Corey Perlman -- 2008

GRAPHIC DESIGN DIPLOMA
St. Clair College, Windsor -- 2006

ACCREDITATION

REGISTERED GRAPHIC DESIGNER (RGD)
Province of Ontario -- 2011

SKILLS

MICROSOFT 365
ADOBE CREATIVE CLOUD
ADOBE ECOMMERCE
ATLASSIAN
ODOO
KLAVIYO / MAILCHIMP
CANVA / HOOTESUITE
WORDPRESS / MAGENTO
FULL-STACK DEVELOPMENT
HTML, CSS, Git, Javascript, Bootstrap,
APIs, ES6, JQuery, JSON, React, SQL,
GraphQL, AJAX, Redux, and More

Experienced communications professional with 18 years' success in driving creative strategies to boost market share and revenue. Skilled in research, branding, and captivating design using Adobe Creative Cloud. Passionate about staying updated on technology trends. Engaging and articulate communicator, adept at fostering strong relationships and delivering projects within deadlines and budgets in high-pressure environments.

EXPERIENCE

DIGITAL MARKETING MANAGER, WHEELS AUTOMOTIVE SUPPLIES INC.
JAN 2023 - PRESENT

Remote brand management for golf and hunting product retail for North America.

- Project managing a new B2B Adobe Commerce website with a development team.
- Managing Klaviyo, including design and content creation for email campaigns.
- Company brand management.
- Completed an accessibility government audit.
- Incorporating AODA and ADA accessibility into websites.
- Application and software research and recommendations.
- Overseeing other graphic designers.

MARKETING MANAGER, TECTECTEC ! FRANCE
2019 - 2021

Remote brand management for golf and hunting product retail for North America.

- Directed and produced online commercials and tutorials for a GPS golf watch.
- Managed social media teams and improved social interaction with successful contests.
- Assisted with the hiring process and managed outside creatives and talent.
- Wrote copy, planned budgets, and managed campaigns and strategies.
- Assisted engineers with product design and development.
- Creative direction and execution for all marketing materials and projects.
- Design and layout for multi-language manuals, packaging, website, and Amazon
- Assisted with customer service challenges and achieved positive online reviews.
- Connected with suppliers, influencers, and agents.

MARKETING COORDINATOR, THE JNE GROUP OF COMPANIES
2012 - 2019

Corporate brand management for construction and multi-disciplinary engineering.

- Instrumental in helping company achieve a multi-million dollar proposal.
- Transformed all seven company HTML websites to WordPress with custom CSS.
- Designed "Companies" logo to solidify brand identity and improve public perception.
- Executed a wide-array of large and small format print materials for the companies.
- Built and strengthened client and supplier relationships, handled incoming inquiries.
- Regular photography of engineering, construction, and fabrication projects.
- Taught hour long Photoshop classes annually to visiting grade nine students.
- Worked off-site with International Management of ArcelorMittal on a six-month project.