

JORDAN HIBBERT

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EDUCATION

Certificate in Graphic Design – University of Calgary

Training in industry-standard software, design theory, and history

Oct 2023
Calgary, AB

Bachelor of Management – Dalhousie University

Major in Entrepreneurship and Innovation, Minor in Cinema and Media Studies

– Certificate in Marketing Management, Dalhousie Dean's Honor List 2019 & 2021

Class of 2022
Halifax, NS

Highschool Diploma – St. Michaels University School

Class of 2016
Victoria, BC

PROFESSIONAL EXPERIENCE

Freelance Graphic Design

Feb 2023 – Present

- Creative Director for *Armstrong Senior Care*. Developed brand identity, strategy, and communication materials
- Digital Artist for *The Rocket Apparel*. Designed apparel line including promotional material

Marketing Outreach Coordinator – Casual / Freelance

Oct 2022 – Feb 2023

BitWide

Calgary

- Executed multiple client outreach campaigns concurrently through various platforms
- Supported client onboarding and account management tasks
- Designed visual content for digital channels such as website, social media, and client onboarding
- Copywriting and strategic messaging for case studies, website material, and direct messaging campaigns

Recreation Director

Jul – Sep 2022

Program Support Coordinator - Intern

May – Dec 2021

Halifax PLAYS

Halifax

- Designed website, managed transition, and upkeep for business members using AWS, WordPress, and Elementor
- Project manager for a range of initiatives aimed at developing organizational professionalism and community building
- Produced promotional video for advertising and internal communication purposes
- Developed a clear and consistent brand identity through 5 marketing channels
- Built and managed email marketing campaigns to 4,500+ contacts, improved interaction by 175%
- Created public-facing documents including COVID guidance and volunteer appreciation blogs
- Established partnerships with Nova Scotia Health Association, local businesses, and other organizations
- Assisted in financial tasks including accounting, tax filing, grant writing, and applications

Lifeguard Employment

2017, 2018, 2019, 2020

Various Pools and Camps

Halifax, Victoria, Montreal

- Managed multiple programs and thousand-dollar budgets to maintain successful programming
- Leveraged communication skills to direct teams of 5 or more resulting in smooth operations
- Utilized administrative writing skills to create detailed incident records and forms
- Used attention to detail to proactively respond to all safety concerns

LEADERSHIP EXPERIENCE

Vice President External

2020 – 2021

Second-Year Student Representative

2019 – 2020

Dalhousie Management Society (DMS)

Halifax, NS

- Planned, facilitated, and advertised successful events targeting students
- Leveraged marketing skills to fundraise thousands of dollars for charity
- Reached upwards of 200 participants for in-person fundraiser events
- Recruited, interviewed and onboarded new members

Student Mentor Volunteer

2019 – 2021

Penny Drops Dalhousie & Dalhousie Bachelor of Management Mentorship Program

Halifax, NS

- Taught financial literacy programs to assist young adults' financial knowledge
- Gave interactive presentations for 20 participants online and in person
- Used coaching and advising skills to support new students at Dalhousie

Portfolio Manager, Fixed Income

2020

Student Member

2018 – 2020

Dalhousie Investment Society (DALIS)

Halifax, NS

- Facilitated and engaged a group of 10 in learning discussions and presentations
- Taught and engaged group members in decision-making surrounding fixed-income investments

SKILLS & INTERESTS

Skills: Microsoft Suite, G Suite, Illustrator, Photoshop, WordPress, AWS, Elementor, Mailjet, and Google Analytics.

Interests: Digital Marketing, Graphic Design, Innovation, Volunteer Work, Rock Climbing, Music, and Cinema