

CARADAND

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Creative, dedicated and intelligent Marketing and Graphic Design graduate. Specializing in marketing strategy, brand management and communication design solutions. More than 2 strong years in business/communication roles.

EDUCATION

- GRAPHIC DESIGN DIPLOMA** 01/2014-04/2015
Vancouver College of Art and Design, Vancouver, BC
- B.COMM. MARKETING WITH DISTINCTION** 09/2008-04/2013
Edwards School of Business, University of Saskatchewan, Saskatoon, SK
- SEMESTER ABROAD IN EUROPE** 09/2012-12/2012
University of Applied Sciences Wiener Neustadt, Austria

EXPERIENCE

- MARKETING ASSISTANT** 05/2013-12/2013
Saskatchewan Association of Rehabilitation Centres, Saskatoon SK
- ◆ Developed and implemented summer public relations campaign at tradeshow, exhibitions and festivals across the province.
 - ◆ Established a brand for SARC products; created all brand elements including logo, brand name, brand concept and promotional strategy.
 - ◆ Designed promotional materials and created social media platforms.
- CLIENT SERVICE REPRESENTATIVE** 04/2012-08/2012
Women Entrepreneurs of Saskatchewan Inc., Saskatoon, SK
- ◆ First point of contact for clients; answered inquiries, advised on appropriate service paths based on individual needs.
 - ◆ Authored blogs regarding marketing related topics.
- BUSINESS INFORMATION OFFICER (CO-OP INTERNSHIP)** 01/2011-11/2011
Canada-Saskatchewan Business Service Centre, Saskatoon, SK
- ◆ Planned and executed seminars on business start-up topics.
 - ◆ Marketed and created promotional materials for events.
 - ◆ Informed entrepreneurs on steps to starting a business in Saskatchewan.

SKILLS

- ◆ Adobe Photoshop
- ◆ Adobe Illustrator
- ◆ Adobe Indesign
- ◆ Adobe Flash
- ◆ Microsoft Office
- ◆ Mac OSX
- ◆ Windows OS
- ◆ HTML, CSS & jQuery
- ◆ Photography
- ◆ Art Direction
- ◆ Publication Design
- ◆ Corporate Design

VOLUNTEER

- VP OF EVENT MANAGEMENT** 03/2011-03/2012
AIESEC, Saskatoon, SK
- ◆ Organized 3-day student conference; planned workshops on internationalism, business skills and global initiatives.
 - ◆ Developed skills in leadership, organization, logistics, budgeting, crisis management, event planning, public speaking.

References available on request.