



# Emma Sewell

## EDUCATION

Seneca College 2019-2020

Interactive Media Design

Queen's University 2014-2018

Bachelor of Arts - Honours

University of Edinburgh 2017

International Exchange

## AWARDS

Dean's Honour List

Queen's University

2014-2015, 2015-2016, 2017-2018

Contributor of the Year

Queen's Journal

2016-2017

## COMMUNITY INVOLVEMENT

Queen's Bands

Queen's University

Photo Society & Darkroom Society

University of Edinburgh

## SKILLS

- Clear + effective communication
- Effective research skills
- Self-management
- Highly organized

## HOBBIES & INTERESTS

- Illustration - Drawing and design
- Writing - Blog posts
- Yoga - 10 years of practice
- Sports - Skating, Golf, Racing

@ emma@emmasewell.ca

📞 (289)-314-0122

🔗 emmasewell.ca

## PROFILE

I am a digital designer with two years of experience working in branding, social media, and web design. As a designer, I aim to solve problems with a focus on the needs of an end-user or customer. My design style can be described as clean and modern, I enjoy keeping up with trends while also prioritizing clear information communication. I draw on my experiences in research and as a freelancer to be an inquisitive, attentive, and highly organized team member.

## WORK EXPERIENCE

Social Media Manager

April 2021 -Present

Lippert Music Centre

- Plan, create, and publish engaging social media content with goal of attracting new students
- Create and monitor Paid Ads on Instagram and Facebook in promotion of classes, promos, and enrollment
- Responding to Direct Messages and communicating with management to coordinate responses
- Creation of monthly newsletter - writing copy, formatting, and organizing mailing lists

Skills - Adobe Suite (Photoshop, Illustrator, After Effects, Premiere), Instagram, Facebook

Social Media Manager

June 2020-Present

Bruce's Golf Rewards

- Engage daily with online community of +2500 through posts, comments, and direct messaging
- Creation of email marketing campaigns to drive engagement and awareness to social media
- Organize and facilitate several contests and giveaways throughout golfing season
- Plan, create, and publish effective and engaging content by leveraging captions, graphic design, and photos
- Create, record, and analyze responses to end-of-year customer feedback survey
- Updated content and optimized front-end web design with goals of being mobile-friendly and user-focused

Skills - Instagram, Facebook, Wordpress, Adobe Suite (Photoshop, Illustrator, Lightroom), MailChimp, Wufoo

Digital Designer

2018-Present

Freelance

- Custom branding development and logo design, tailored to embody brand essence and values
- Front-end web development using Wordpress and Shopify for blogs, websites, and e-commerce sites
- Photography for events, corporate headshots, and promotional business content for web and social

Skills - Adobe Suite (Photoshop, Illustrator, Lightroom), Wordpress, Shopify, Instagram, Facebook

## EDUCATIONAL EXPERIENCE

Seneca College

- Excelled in Web Design/Development, Graphic Design, UI/UX, and Motion Graphics courses
- Applied techniques using the Adobe Creative Suite, HTML and CSS

Queen's University

- Graduated with Honours in a research intensive program, building strong research and writing skills
- Highly active in on-campus life - involved with Queen's Bands, Queen's Journal, and Queen's Live Music