



# Emma Sewell

## EDUCATION

Seneca College  
Interactive Media Design  
2019-2020

Queen's University  
Bachelor of Arts - Honours  
2014-2018

University of Edinburgh  
International Exchange  
2017

## 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 Journal  
Photojournalist  
Queen's University

Queen's Live Music Committee  
Sponsorship + Marketing Co-Chair  
University of Edinburgh

## SKILLS

- Critical Thinking & Research
- Attention to Detail
- Self-Management
- Teamwork

## HOBBIES & INTERESTS

- Reading - Biography & Hist. Fiction
- Writing - Blog posts
- Yoga - 10 years of experience
- Travel - North America & Europe

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## PROFILE

I am an interactive media designer seeking a collaborative environment focused on creating effective user experiences. I have a creative mindset and strong research skills that have made me successful as a student at Queen's University, the University of Edinburgh, and Seneca College - as well in my own pursuits of freelance design and marketing. I am fascinated by the impact design has and I want to be a part of creating designs that are an essential and effective aspect of modern business.

## DESIGN EXPERIENCE

### Social Media Manager

2020-Present

#### Bruce's Golf Rewards

- Engage daily with online community of +2500 through posts, comments, and direct messaging
- Increased Instagram following in first two months by 140%
- Creation of email marketing campaigns to drive engagement and awareness to social, which contributed to a follower increase by 75% in the first 30 days
- Organize and facilitate contests, giveaways, and Instagram and Facebook Live events
- Plan, create, and publish effective and engaging content by leveraging thoughtful captions, graphic design, and photography
- Created, recorded, and analyzed responses to end-of-year customer feedback survey to collect demographic and behavioural data, and feedback
- Updated content and optimized front-end web design with goals of being mobile-friendly and creating easily accessible information

Skills - Instagram, Facebook, Wordpress, Adobe Lightroom, Adobe Photoshop, Adobe Illustrator, Microsoft Excel, MailChimp, Wufoo

### Interactive Media Designer

2018-Present

#### Self-Employed - Freelance

- Custom branding development and logo design, tailored to embody brand essence and values
- Front-end web development using custom designs, templates, and/or Wordpress. Collaborate with client to decide what approach is best for them based on budget and project scope
- Photography for events, corporate headshots, and businesses. Efficient editing process for timely delivery of images and into best format for use in print, web, or social.
- UI and UX optimization, collaborate with client to set goals that are reflected in the UI/UX

Skills - Adobe Lightroom, Adobe Photoshop, Adobe Illustrator, HTML, CSS, Bootstrap, GitHub, Wordpress, Adobe XD

## EDUCATIONAL EXPERIENCE

### Interactive Media Design

2019-2020

#### Seneca College

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

### Bachelor of Arts - Honours

2014-2018

#### Queen's University

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