

JESSICA MARTIN

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OBJECTIVE

- To deliver a unique, scalable approach to web development, provide visual communication and apply a social media and business acumen to meet industry standards and also provide a rich, engaging experience for the end user

SKILLS

- Proficient with HTML, CSS, Java and JavaScript -- edited, designed and implemented website content and graphics following industry guidelines
- Advanced knowledge of Adobe Creative Suite including: Photoshop, Illustrator, InDesign and Premiere Pro
- Implemented and managed social media to execute marketing strategies and community management
- Strong written and verbal communication skills from the multiple customer service positions, can deliver excellent conflict resolution skills in an efficient and timely manner
- Team player with a dynamic approach to leadership in order to establish optimal work place harmony

EXPERIENCE

PROJECTIONIST	Cineplex Entertainment	Feb. 2016 – Current
<ul style="list-style-type: none">Responsible for preparation of all film playlists across 20 cinemas as per Cineplex standards for optimal presentation.Ensure accuracy within playlists including all content, to maximize Ad-revenue as per Cineplex Media sales.Address guest concerns on behalf of supervisors and managementFamiliar with Vista POS system, across a multitude of platformsAssist supervisors with inventory counts, training new employees, and delegating when requiredEnsure compliance of all Motion Picture Association of Canada guidelines applicable to all marketing content.		
WEB DEVELOPER	Freelance	Current
<ul style="list-style-type: none">Managed websites and design/created to meet industry standards and goalsWrote external and internal design specs for clients such as Nike, Megacity BasketballMaintained and updated customer websites as neededPerformed weekly assessments of all websites and software to look for potential problems or crashesProvided technical support for users		
SALES ASSOCIATE	Forever 21	Oct. 2014 – Sept. 2015
<ul style="list-style-type: none">Processed sales, exchanges and refunds as a cashierAssisted customers with product selection to best fit their personal needsConsulted customers on the latest styles, trends, and product availabilityBalanced the needs of multiple customers in a fast-paced retail environmentMaintained a clean store and neat, orderly product displays		

EDUCATION

BACHELOR OF DIGITAL COMMUNICATIONS

HUMBER COLLEGE

Sept 2015 – Present

- Course work in web development, media writing, social media marketing and graphic design

References available upon request