

KURTIS RIDEOUT

GRAPHIC DESIGNER
COPYWRITER
PUBLIC RELATIONS SPECIALIST

CONTACT

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(519) 575 0154

EDUCATION

WILFRID LAURIER UNIVERSITY '17
HONOURS BA
JOURNALISM

CONESTOGA COLLEGE '16
GRADUATE CERTIFICATION
MARKETING COMMUNICATIONS

SKILLS

GRAPHIC DESIGN

- proficient in Adobe Suite
- particular focus on InDesign/Photoshop
- developing flyers and promotional materials
- translating ideas across various mediums

SOCIAL MEDIA MANAGEMENT

- particular focus on Instagram
- generating engaging and interesting visual content
- generating audience-focused captions
- overseeing product giveaway promotions
- driving engagement

EVENT PLANNING

- particular focus on music and arts-based events
- smaller scale productions (>200 attendees)
- experience with permits and alcohol sales

WRITING & INTERVIEWING

- extensive editing and writing experience
- commercial and non-commercial copywriting
- interviewing for news and arts articles

EXPERIENCE

WLU STUDENT PUBLICATIONS

ADVERTISING MANAGER '22 TO '23 (CURRENT)

- selling \$25k+ in advertising space annually
- overseeing advertising placement for web and print
- monitoring and analyzing web analytics
- overseeing distribution of print publications

EXECUTIVE DIRECTOR '21 TO '22

- overseeing 9 publications in print and web formats
- publishing monthly newspaper with regional focus
- managing partnerships with external stakeholders

EDITOR IN CHIEF '17 TO '18

- editing student newspaper 'The Cord'
- 10k+ readership online and in print
- managing a team of 40+ employees and volunteers

LOST VESSEL VINTAGE

BUSINESS CONSULTANT '21 TO '23 (CURRENT)

- in-house graphic designer
- creating flyers for digital and physical promotions
- web development/Shopify site management
- image consulting and content creation
- event planning and production

BO DE FOODS

BUSINESS CONSULTANT '19

- web development/content management
- creating content for social media
- creating marketing materials for in-store display

WILFRID LAURIER UNIVERSITY

COMMUNICATIONS OFFICER '19

- four-month temporary contract in Alumni relations
- covering events using official social media accounts
- engaging Alumni using content management system

FREELANCE WRITER '18

- creating content for Indigenous-themed magazine
- interviewing Indigenous Alumni to craft profile articles
- interviewing Indigenous students to craft feature article