

Jenny Wilson-Sewell

MULTIMEDIA DESIGNER / DIGITAL COMMUNICATIONS SPECIALIST

CONTACT

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PROFILE SUMMARY

Multimedia Communications Specialist with two years of experience supporting website redesigns and producing diverse communications materials. Contributed to the redesigns of GEO.ca and atlas.gc.ca, focusing on inclusive, user-centered design. Proven ability to strengthen online presence and engagement for government initiatives through graphic design, web/UX design, and strategic communications.

EDUCATION

2021 - 2023
ALGONQUIN COLLEGE
Interactive Media Design
• CGPA: 3.92 / 4.0

2016 - 2018
GEORGE BROWN COLLEGE
332A Hairstylist

RELATED EXPERIENCE

NATURAL RESOURCES CANADA May 2023 - April 2025
Project Officer

Manage digital content and lead communications for the Canada Centre for Mapping and Earth Observation (CCMEO) across multiple platforms, contributing to strategic planning and user-focused content development as part of the Web Advisory Committee:

- Support website redesign efforts through content audits, UX recommendations, and stakeholder collaboration
- Create custom assets for CCMEO initiatives, including vector graphics, web banners, videos, posters, roll-ups, and presentations
- Collaborate with cross-functional teams to develop engaging articles, newsletters, and social media campaigns
- Curate and manage content for the Permafrost Community on GEO.ca, iterating based on stakeholder feedback
- Update WordPress content and manage issues through GitHub
- Contribute to creative direction and design content for the Atlas of Canada web platform and printed maps
- Track and analyze KPIs to inform future strategic planning and project charter development

CORE SKILLS

VISUAL DESIGN

- Adobe CC, Canva, Figma

WEB & CMS

- WordPress, basic HTML, CSS, JS

DIGITAL MARKETING

- Google Analytics 4, Hootsuite

AWARDS

2023 - 2024
CCMEO MERIT AWARD
GEO.ca: Canada's Open Geospatial Information

2021 - 2023
ALGONQUIN COLLEGE
Dean's Honours List

CORE ACCOMPLISHMENTS

- Led the development of the first Community space on GEO.ca, engaging with provincial and territorial stakeholders throughout
- Contributed to improving the user experience of the Atlas of Canada and GEO.ca platforms through user research and updates to information architecture, interaction design, and visual design
- Increased external engagement by 20% through the creation of targeted public outreach materials
- Streamlined internal communications by managing multiple channels and aligning messaging across divisions