

Jenny Wilson-Sewell

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Dynamic **Multimedia Designer** with two years of professional experience developing communications materials for diverse audiences. Proven ability to enhance online presence and engagement for government initiatives, with expertise in graphic design, web/UX design, copywriting, and strategic communications planning.

Professional Experience

Project Officer • Natural Resources Canada • Ottawa, ON • May 2023 – April 2025

Responsible for designing and managing communication materials to support the Canada Centre for Mapping and Earth Observation (CCMEO):

- Develop custom graphics, including web banners, videos, posters, and virtual kiosks for CCMEO initiatives
- Collaborate with cross-functional teams to develop engaging articles, social media posts, and newsletters
- Track and analyze KPIs, supporting the development of strategic communication plans and project charters
- Provide creative input and produce materials for the Atlas of Canada web platform and printed maps
- Assist with curating and updating web content via WordPress, tracking issues using GitHub
- Manage the CCMEO Communications and Engagement inbox, addressing inquiries

Core Accomplishments

- Increased external engagement by 20% through the design of targeted public outreach materials
- Improved user experience on the Atlas of Canada and GEO.ca platforms through content and design updates
- Streamlined internal communications by managing multiple channels and aligning messaging across divisions

Education

Interactive Media Design • Algonquin College • Ottawa, ON • 2023

3.92 Cumulative GPA • Dean's Honours List

Technical Skills

Adobe Creative Suite • Microsoft Office • SharePoint • WordPress • HTML/CSS • Google Analytics • Hootsuite

References

Jennifer Harju

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Additional references available upon request