

Jenny Wilson-Sewell

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Dynamic **Multimedia Designer** with two years of experience developing compelling graphics and communication materials for diverse audiences. Proven ability to enhance online presence and engagement for government initiatives, with experience in multimedia content creation, strategic communication planning, and web content management.

Expertise & Core Accomplishments

Graphic Design • Content Creation • Web Content Management • Strategic Communications • Project Management

- Led the design and development of public outreach materials, increasing external engagement by 20%
- Contributed to the revitalization of the Atlas of Canada and GEO.ca web platforms, enhancing user experience
- Managed multiple communications channels, improving internal engagement throughout divisions

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):

- Design custom graphics, including web banners, videos, posters, and virtual kiosks for CCMEO initiatives
- Provide creative input and produce materials for the Atlas of Canada web platform and printed maps
- Assist with curating and updating GEO.ca content via WordPress, tracking issues using GitHub
- 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
- Manage the CCMEO Communications and Engagement inbox, addressing inquiries

Education

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

3.92 Cumulative GPA • Dean's Honours List

Technical Skills

Adobe Creative Suite • Microsoft Office/M365 • WordPress • HTML/CSS • Copywriting • Photography

References

Jennifer Harju

A/Manager, Content and Engagement, Natural Resources Canada

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Additional references available upon request