JENNY WILSON-SEWELL

MULTIMEDIA DESIGNER / DIGITAL COMMUNICATIONS SPECIALIST

CONTACT

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EDUCATION

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

2016 - 2018
GEORGE BROWN COLLEGE
332A Hairstylist

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

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.

RELATED EXPERIENCE

NATURAL RESOURCES CANADA   May 2023 - April 2025
Project Officer

Manage web content and create communications materials for the Canada Centre for Mapping and Earth Observation (CCMEO) platforms as part of the Web Advisory Committee and Canadian Council on Geomatics Task Team:
- 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 content, including 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 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