

PRODUCTION DESIGNER & DIGITAL MARKETING PROFESSIONAL

PRODUCTION & CONTENT | DIGITAL MARKETING | ANALYTICS

Production designer with strong experience in end-to-end project execution, combined with hands-on digital marketing experience in SEO, content optimization, analytics, and performance tracking. Own and manage a content website built from scratch using GA4, Google Search Console, and Tag Manager, driving measurable organic search growth. Experienced in bridging visual execution with marketing performance across digital platforms.

Core Skills:

PRODUCTION DESIGN & CONTENT

Adobe Creative Suite | CorelDraw | Vinyl Cutting and Signage | Pre-press and Production-ready Artwork
WordPress | Squarespace | Procreate App

DIGITAL MARKETING & ANALYTICS

SEO | Keyword Research | GA4 | Google Search Console
Google Tag Manager | Amazon PPC Ads | Canva | CapCut
Short-form Video and Animation

Experience:

SUNSET MEMORIAL & STONE LTD - CALGARY, AB SENIOR MEMORIAL DESIGNER / CLIENT EXPERIENCE LEAD

2018 - PRESENT

- Manage the full project lifecycle from in-house client consultations through proofs, approvals, ordering, laser engraving, and production-ready artwork
- Coordinate timelines and priorities across sales, vendors, City of Calgary, funeral homes, and suppliers to ensure on-time delivery

INDEPENDENT DIGITAL MARKETING PROJECTS - CALGARY, AB

2021 - PRESENT

CONTENT & SEO PROJECT, 2025 – PRESENT

- Built and structured an SEO-focused content website using structured metadata, image optimization, and performance-focused page architecture
- Implement and manage GA4, Google Search Console, and Google Tag Manager to track indexing, search performance, and user behavior
- Have driven 4,600+ Google search impressions and 170+ organic clicks within the first six months, maintaining ~3.8% CTR and an average Google ranking position around 14 without paid advertising
- Improved site performance to 91+ mobile and 100 desktop PageSpeed scores with zero layout shift on shared hosting
- Use performance data and Search Console insights to refine content structure, visuals, and cross-platform discovery across Google, YouTube, TikTok, and Instagram

E-COMMERCE & PAID MEDIA PROJECT (AMAZON PLATFORM), 2021–2024

- Created optimized product bundle listings, including graphics and layouts, to improve marketplace visibility
- Ran Amazon PPC campaigns, testing keywords and bids while monitoring ACOS and maintaining marketplace compliance to improve performance

Additional Experience:

RUN DIGITAL INC / SIGN WORLD - CALGARY, AB ART DEPARTMENT / PRE-PRESS / PRODUCTION

THE I-DENT GROUP - CALGARY, AB GRAPHIC ARTIST

Education & Training:

DIGITAL MARKETING PROGRAM - JOBPREPPEP, 2024

Social Media Marketing | Email Marketing | PPC Marketing | SEO Marketing | Analytics

ILLUSTRATION DESIGN & ADVERTISING DIPLOMA - GRANT MACEWAN UNIVERSITY

WEB DESIGN - SAIT