

Lisa A. Demarte

Digital Marketing And Communications Specialist – Graphic/Web Designer

Email: lisa_demarte@hotmail.com



Marketing and Multimedia Portfolio:
drewlisa.wix.com/design-lisa-demarte

Computer Experience:

- **Complete proficiency in Apple Macintosh and Windows environments.**
- **Graphic Design Applications:** QuarkXPress, InDesign, Photoshop, ImageReady, Illustrator, Professional, Flipbook, Publisher, CorelDRAW, GIMP, and various FTP clients.
- **FTP Clients:** FileZilla, Fetch, CoffeeCup, FTP Commander, Cute FTP and SmartFTP.
- **Web Design Applications:** Dreamweaver, FrontPage, Visual Studio, HomeSite, GoLive, Day Content Management System, WordPress, Wix, Flash and various FTP clients.
- **Programming Languages:** HTML, HTML5, CSS, XML and JavaScript.
- **Administrative Applications:** MS Project, Excel, Word, Outlook, RegOnline, SharePoint, GoToMeeting, PowerPoint, Constant Contact, Office 365, Contact Plus, Google Analytics, OpenOffice and CRM, SAP, Google Adwords and Salesforce.
- **Social Media:** Hootsuite, facebook, MySpace, Twitter, LinkedIn, YouTube, flickr, Pinterest, Tumblr, reddit, Instagram, Snapchat, Vine, YouTube, Vimeo, Wikipedia, Squidoo, Blogs and Vlogs.
- **Video Production:** Premier Pro and Final Cut Pro.

Employment History:



(2002-Present, Sole Proprietor) Fundamental Marketing & Multimedia Digital Marketing And Communications Specialist – Graphic/Web Designer

- Creation of corporate marketing collateral comprised of such items as catalogs, user guides, price lists, newsletters, brochures, technical data sheets, posters and signage.
- Charged with strategic proposal formulations, encompassing demographic research, content analysis, securing pricing quotes, establishing production road maps and sourcing.
- Design, SEO/SEM and maintenance of corporate web sites in English, French and Spanish.
- Responsible for all copy writing for marketing collateral, web sites, advertorials, magazine articles, video scripts and white papers.
- Control of all digital photography including corporate, location and product shoots.
- Accountable for the development of corporate marketing campaigns, promotions and communications including social media endeavors, print collateral, web presences and advertising.
- Control of graphic design including pre-flight, proofing, printing coordination and shipping.
- Responsible for all client and vendor liaising as well as relationship management.
- Creation of projects' scopes and adherence to scheduling deadlines.
- Command of all business administration for Fundamental Marketing and Multimedia.

(2013-2014) CANADA CULVERT/WESTMAN STEEL
Digital Marketing And Communications Specialist – Graphic/Web Designer

- Creation of a new joint marketing department, including establishing vendors, creating marketing and media plans, media purchasing, PR formulation, control of budgets, research, product analysis and associated promotions development.
- Responsible for the creation of corporate collateral including graphic design and print production for such items as user guides, POS displays, newsletters, brochures, white papers and exterior signage.
- Tasked with the synchronization of product launches with sales staff, including roadmap development utilizing MS Project and adherence to deadlines for marketing deliverables.
- Charged with various strategic proposal formulations encompassing demographic research, SWOT analyses, securing pricing quotes, establishing road maps and cost/benefit analyses.
- Responsible for creation and implementation of all social media and video endeavors, including the development and execution of editorial calendars.
- Responsible for all copy writing for collateral, web sites, press releases (all Public Relations requirements), newsletters, magazine and intranet articles, blogs and video scripts.
- Command of digital photography for location build sites, new products, staff and PR offerings as well as the management of associated image banks.
- Tasked with the design, SEO and ongoing content management of 2 multilingual corporate web sites (including mobile/tablet offerings) through the utilization of WordPress CMS.
- Charged with the development of marketing campaigns including scopes and deadlines. Accountable for the creation of all associated print materials, web sites, email campaigns and suitable deployment methods.
- Comprehensive event planning for corporate events and trade shows including booth collateral creation, hotel and transportation bookings, catering, entertainment and all other associated execution requirements.



(2008-2013) UNITRON HEARING CANADA
Marketing Specialist – Medical Technology

- Accountable for the development of corporate marketing plans and communications initiatives including social media endeavors, print collateral, web presences and traditional media offerings.
- Control of all aspects of graphic design and print production coordination. Responsible for print quoting, proofing, ongoing maintenance of inventory stock and control of the marketing budget.
- Supervisor of technical copy production, including research and editing for marketing communications. Accountable for adherence to legal, medical and branding guidelines in all marketing offerings.
- Coordination of departmental proofing for all copy released in marketing communications. Responsible for accurate copy pertaining to product offerings and proper representation of technical scientific data, in both French and English languages.
- Tasked with the management of the corporate web site content through the utilization of the Day Web Content Management System.
- Development of corporate advertising campaigns and strategies, including media planning and buying for industry-specific publications.
- Charged with the development of promotions (corporate and dispenser initiatives) including scopes, deadlines, creation of print/web materials and suitable deployment methods.

SIEMENS

(2003-2008) SIEMENS HEARING INSTRUMENTS INC.

Marketing Specialist – Medical Technology

- Control of all aspects of graphic design and strategic project development for both the French and English markets.
- Creation of technical copy including research and editing for marketing communications, with adherence to legal and medical guidelines, and corporate regulations.
- Organization and creation of corporate advertising campaigns including graphic design. Tasked with associated marketing plan creation including media planning/buying.
- Responsible for promotions development encompassing budgeting, creation of print and web materials, sourcing related promotional items and employing suitable methods of execution.
- Accountable for the development of marketing materials in consultation with sales, engineering and practitioners, including brochures, technical data sheets, booth graphics and packaging.
- Coordination of all pre-production print requirements including graphic design, print quoting and proofing, for all types of marketing collateral. Responsible for budget adherence and vendor relationship management.
- Advertisement and promotions creation for dispenser marketing endeavors, consisting of client marketing plan creation, customer service, graphic design, consultations with publications, negotiations with printers and mailing house coordination.

Education:



2000-2002

TriOS College of Information Technology

Marketing Communications - Graphic/Web Design



1988-1990

Sheridan College of Applied Arts and Technology

Fashion Technique and Design

Professional Development:



Conestoga College of Applied Arts and Technology:
Microsoft Project



Rockhurst University:
Marketing Communications Conference



Fusion! Learning:
Customer Service Excellence Series



WATMEC:
Superior Customer Service Seminars