

# JODEEN HODGSON

## GRAPHIC DESIGNER

### CONTACT

604 880 1568  
jodeenh@gmail.com  
North Vancouver, BC

### PORTFOLIO

→ Jodeenhodgson.com  
→ LinkedIn: Jodeen Hodgson

### EDUCATION

BCIT, Graphic Design Diploma,  
with Distinction, 2013 - 2015

Lynda.com, Social Media  
Marketing

Public Speaking & Presentation  
Skills Course

Kwantlen Polytech University  
Business Management Diploma

Emily Carr University of Art &  
Design, Foundations Art Access

### SKILLS

Proficient in InDesign, Illustrator  
Photoshop & Acrobat Pro

Typography

Print & digital Ads & Design

Social Media Marketing

Branding & Corporate Identity

Website maintenance

Proficient in all Microsoft Office  
programs

### PROFILE

- Easy to work with, teachable, active listener and take pride in my work
- Run with design vision and ensure all creative deliverables are produced on time
- Skilled in Project Management, QA control, photo and colour editing, packaging design and typography
- Proficient in communications across all digital and print platforms
- Knowledge of social media trends and developing creative content
- Have a natural rapport with people
- Able to manage multiple tasks simultaneously while meeting all deadlines
- Excellent attention to detail, work well under pressure

### PROFESSIONAL EXPERIENCE

#### **GRAPHIC DESIGNER/PRODUCTION ARTIST** 2019 - present *Glacier Media*

- Production Artist and Designer for *VANCOUVER IS AWESOME*, the *BIV - Business in Vancouver* and the *Prince George Real Estate Guide* weekly publications ~ fast pace environment
- Production and design on specialty magazines
- Format artwork, photos and ads to ensure print quality and brand standards are met
- Ensure brand standards across colour, font, production quality
- Collect, process and organize files

#### **GRAPHIC DESIGNER** 2015 - 2019 *Red String Creative*

- Specializing in corporate identity, package design, editorial layout, print and web design, website maintenance and logo design
- Develop and implement social media marketing campaigns
- Layout and design of e-book, extensive corporate portfolios, developing training manuals, brochures and menus, POS, design product labels and product packaging design

#### **MARKETING and GRAPHIC DESIGNER** 2011 - 2014 *Enchanted Designs*

- Re-branded business, new logo, hangtags, signage
- Social Media Marketing campaigns
- Coordinated photo shoots, product shots, photographer, model, location
- Designed website layout and on-line store
- Coordinated trade show both and worked at the events

#### **SALES and CUSTOMER SERVICE MANAGER** 2009 - 2011 *Harbour Publishing, Sunshine Coast*

- Coordinated and Facilitated outsourced national sales team to ensure they are on track to reach monthly, quarterly, yearly targets and goals
- Managed and built relationships with our large customers nationally

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### INTERESTS

Snowboarding  
Yoga  
Silkscreening Art Prints  
Visiting Art Galleries (Virtually in the time of Covid-19)

### SALES and MARKETING COORDINATOR 2003-2008

*Diageo Australia, Sydney, Australia*

- Reviewed Marketing materials, Brand promotions with Marketing Managers, creating powerful and effective tools for the sales force
- Meticulously tracked spending, ensuring objectives were accomplished within financial guidelines
- Implemented state-wide trade activation budgets; performed cash flow analysis reconciling budget to actual spend
- Reviewed and analyzed weekly tracking reports to ensure we were on track for meeting objectives

#### EVENT PLANNING and COORDINATION:

- Developed comprehensive promotional and distribution plans
- Organized and ran 3 day quarterly Trade Development Conferences involving all Field Sales Managers, Sales representatives and state Key Account teams in NSW, (sales team of 75+ employees attend every event)
- Focused on specific plans of action to achieve sales goals over the next 3 months
- Worked with individual Brand Marketing Managers ensuring their sales tools and ideas were incorporated

### *Diageo Australia, continued* 2004-2005

#### TRADE ASSET COORDINATOR

- Managed all retail assets, valued in excess \$40 million
- Built and maintained strong business relationships with key suppliers and customers, ensuring trust, rapport and exceptional cooperation
- Designed and implemented improvements for tracking assets; worked closely with IT to integrate new process

### PR MEDIA COORDINATOR 2002-2003

*Pathé Productions, London, UK*

- Assisting the PR team to organize film launches, events, interviews, theatre seating plans and the after parties

#### NEWS GATHERING

*BBC Radio, London, UK*

- Tracking foreign correspondence stories for accounts payable dept

#### Extensive corporate training in, facilitation, sales, marketing, management and leadership:

- High Performance Coaching
- Public Speaking and Presentation Skills
- Facilitator Training
- Mind Gym - Your Impact on Others and Collaborative Solutions

#### COMMUNITY SERVICE

Volunteer, Breast Cancer Awareness and fundraising 2014 - 2018  
Sechelt Festival of the Arts 2011  
Haida Gwaii Film Festival 2011