



SARAH REIDE, CMP

GRAPHIC DESIGNER
EVENT SPECIALIST

905-123-4567

sreidecmp@gmail.com

[LinkedIn](#)

www.reidecreative.com

PROFESSIONAL PROFILE

Creative professional with a background in graphic design and event management. Experience with visual communication and team leadership.

SKILLS

Adobe Photoshop
Adobe After Effects
Adobe XD
Microsoft Office
Attention to detail
Public Speaking

Adobe Illustrator
Adobe Media Encoder
Web Design
Microsoft Teams
Time Management
Certified Meeting
Professional

Adobe InDesign
Adobe Character
Animator
Social Media Campaigns
Zoom / Skype / Webex
Strong leadership skills

EDUCATION

Diploma, Graphic Design and Interactive Media

Toronto Film School, 2020-2021

- Courses:
 - *Digital Drawing (Illustrator), Digital Imaging (Photoshop), Page Layout (InDesign), Typography, Photography, Interactive Design (UX/UI), Identity Design (Branding), Web Design (HTML, CSS), Motion Graphics (After Effects, Media Encoder, Character Animator), Elements of Design, History of Design*
- Dean's list and President's list

Certificate, Human Resource Management, Sheridan College

Certificate, Ontario Management Development Program - Leadership Skills, Sheridan College

Degree, Bachelor of Arts - Political Science, McMaster University

RELEVANT EXPERIENCE

Graphic Designer, The Loft at Algoma University, Capstone Project

Toronto Film School, 2021

- Designed a full brand identity including logo, colour and typography systems, logo animation, business cards and brand identity standards using a combination of Illustrator, InDesign, Photoshop and After Effects
- Created an electronic brochure, website and Instagram posts
- Developed wayfinding signage along with various marketing materials such as direct mailers, leave behinds and flyers and a trade show booth concept

Graphic Designer, *meeting Magazine*, Spring Issue

MPI Toronto, 2021

- Using Adobe InDesign, created the entire layout of the quarterly publication for the MPI Toronto Chapter to be distributed electronically to 400+ members across Ontario



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RELEVANT EXPERIENCE CONT'D

Part-time Professor, Special Event Planning

Fanshawe College, 2018

- Developed content for in-class lectures, designed and presented PowerPoints
- Created graphics and embedded videos for presentations to accommodate different learning styles
- Counselling undergraduates regarding educational and professional goals
- Effectively managed time and course-loads for two courses (Customers Service and Sales, Technology for Hospitality)

Event Coordinator

Newcom Media Inc., 2015-2016

- Designed, edited and prepared the show guide for the IncentiveWorks trade show using InDesign
- Managed and updated the IncentiveWorks and M+IT University websites using Wordpress
- Assisted in the development of email campaigns

Show Operations Manger

MediaEdge Communications, 2014

- Designed, managed and updated the website for the ApEx Food Show
- Created email campaigns to boost show attendance
- Worked in collaboration with graphic designers to develop show guides for online and print

Campaign Lead, Marketing

Gordon Food Service, 1999-2013

- Developed menu concepts, designs and layouts for customers of GFS
- Designed quarterly company newsletter for print and electronic distribution
- Began as a Customer Service Representative and consistently promoted through various positions during tenure with organization

ADDITIONAL EXPERIENCE

On-call Delivery Agent, Canada Post, 2021-present

Project Manager, MCI Group Canada, 2019-2020

Sales and Marketing Manager, Reach Global Marketing, 2018-2019

Meeting and Events Project Manager, LifeLearn Inc., 2016-2018

Conference and Event Manger, Moore Carlyle Consulting, 2016

Project Manager, Myriad Marketing, 2014-2015

Running Instructor, Running Room, 2013-2014

VOLUNTEERING

MPI Toronto Leadership Team, 2013-2021

SITE Canda Volunteer, Golf Committee, 2018-2019

English Language Summer Camp Volunteer, Odesa, Ukraine, 2017

CIBC Run for the Cure Burlington/Hamilton/Oakville, Run Director, 2012-2013