

Katie MacAlpine

Edmonton, AB
780-760-5247 [home] · 780-318-8477 [cell]
k.macalpine@alumni.uottawa.ca
www.kmacalpine.com

Summary of Qualifications

- On-the-job experience including:
 - Writing, editing, proofreading, compiling, and laying out communications materials including newsletters, advertisements, brochures, press releases, and an annual report
 - Creating and maintaining all aspects of a website including coding, design, and development of content
 - Researching current technology and implementing and monitoring new marketing strategies
 - Working within tight deadlines while coordinating with coworkers, clients, and outside organizations
- A combination of practical and theoretical communications, marketing, and graphic design education
- Proficiency with a wide range of computer software including Microsoft Office and the Adobe Creative Suite (up to CS4) in both Mac and PC environments and the ability to learn new software quickly
- Superior design and layout skills in both print and digital media environments with an emphasis on creating pieces in Adobe InDesign, Illustrator, Photoshop, Dreamweaver, and Flash (samples available online at kmacalpine.com/gallery)
- Technical aptitude and experience creating websites using HTML, CSS, JavaScript, and several other coding languages
- The capacity for approaching challenges from both a creative and analytical standpoint and troubleshooting effectively
- Exceptional writing, editing, and proofreading skills in both English and French, the ability to write in a variety of different styles, and an understanding of how to adapt copy to different media and audiences
- Equal competence and efficiency when working independently, collaborating with colleagues, and leading a team

Education

- **Diploma: Graphic and Digital Media Design** from the Centre for Arts and Technology in Halifax, NS (2007)
- **Degree: BA with Concentration in Communication** from the University of Ottawa in Ottawa, ON (2005)

Key Work Experience

- **Graphic Designer** – Sobeys (Edmonton, AB): Support the company's image by maintaining accuracy, consistency, and cohesion of information and design elements throughout the weekly flyer and quarterly newsletter; improved the integrity of the flyer by creating and implementing a library of frequently-used elements (full-time; October 2010 to present)
- **Graphic Designer** – Trader Corporation (Edmonton, AB): Maintained the integrity of the Trader publications through careful design, thorough proofreading, and proper placement of advertisements; improved current procedures and processes by working in test environments, putting hypothetical situations into practice, and providing constructive feedback to the appropriate parties; enhanced production workflow by organizing files and ensuring the quality of logos on file; took initiative to improve personal productivity and learn new techniques and processes; improved the team dynamic by training, collaborating with, and providing feedback to coworkers (full-time; February 2009 to October 2010)
- **Communications Coordinator** – Sport Nova Scotia (Halifax, NS): Supported the Marketing department through the design of all graphic elements; collaborated with the Director of Public Relations to completely overhaul the look of the Sport Nova Scotia Annual Report; wrote, edited, and proofread copy meticulously; contributed to the success of Sport Nova Scotia events through the preparation of key creative materials, management of a variety of time-sensitive deadlines, and coordination of and assistance with the execution of the functions (full-time; May 2008 to September 2008)
- **Marketing Assistant** – Success College (Lower Sackville, NS): Revitalized the marketing strategy by doing extensive research on search engine optimization, creating unique advertisements, and exploring new methods; ensured the smooth operation of the College itself by helping with reception, filing, and student assistance as required (contract; January 2008 to March 2008)
- **Quality Assurance/Media File Clerk** – Aliant ActiMedia Yellow Pages (Dartmouth, NS): Provided a superior level of quality assurance through meticulous proofreading of every advertisement which resulted in the integrity of new advertisements as well as the correction of mistakes that had run in the book for years; streamlined the efficiency of the office by completing the filing that had been left unattended for months and maintaining the filing thereafter (contract; September 2005 to June 2006)
- A more detailed employment history is available at kmacalpine.com

References and Print Portfolio Available Upon Request