

kenzie webber

graphic designer • illustrator • communication specialist

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Highlights

- A professional with 17 plus years of experience in graphic design, illustrations and digital media.
- Creating (re)branding guides while understanding business and marketing objectives.
- Outstanding communication skills and comfortable publicly speaking to small or large groups.
- Able to manage and implement social media campaigns.
- Exceptional leadership skills developed through working as an art teacher and lead designer.
- Excellent time management allows me to thrive on tight deadlines and quickly regroup and pivot after encountering unexpected issues.
- Proficient at writing news releases, media advisories, marketing material and creating client-focused ad copy with the appropriate tone and voice.
- Skilled at building storytelling videos from concept and recording to editing and finished product.
- Proficient in Adobe Creative Suite (InDesign, Illustrator, Photoshop and Premiere Pro)
- Microsoft Office Suite (Word, PowerPoint, Excel)

Professional Summary

Miskanawah - Non-Profit

May 2019 – Present

Strategic Communication Associate

Calgary, Alberta

- With the name change from Pathways to Miskanawah, I created new brand guidelines and redesigned brochures, posters, booklets and banners.
- Contribute to creating, writing and coordinating Miskanawah's Annual Report to the Community and organize the Annual General Meeting.
- Meet with, communicate and support agency staff and leadership in understanding the scope of a project and knowing how to implement the requests appropriately.
- Support the development of an agency communications strategy which includes participation in the community, locally and provincially.
- Work on a team to plan numerous offsite events, such as social-worker training conferences, employee team-building day and an annual round dance for over 3500 participants.
- Work one-on-one with the individual departments and program leads to help design many components for significant projects, such as all PowerPoint presentations, program posters and handouts for schools and funders.
- Develop, coordinate and engage internal and external communications, including internal/external newsletters, web pages and social media platforms.
- Grow and expand Miskanawah's social media presence, using a variety of social media platforms and networking with other Indigenous-led agencies and groups.
- Support external reporting to funders through the development of photos, videos and visual aids in understanding and communicating our story of impact.

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February 2006 – Present

Owner

Calgary, Alberta

- Create professional and eye-catching materials for various companies, corporations and individuals to help promote, entertain and generate awareness.
- Provide a multitude of services such as full (re)branding guides and templates for such things as business cards, PowerPoint, letterheads, newsletters and other forms of deliverables for clients.
- Creating materials such as personalized logos, wedding invites, flyers, magazine layouts and full sets of promotional collateral for trade shows.
- Build and maintain client relationships by telling my brand's story in a visual and social media-savvy way.

Professional Summary Con't

Community Now! Magazine

Co-Owner / Public Relations / Creative Director

July 2018 – Present *

Calgary, Alberta

* Note: Currently on a year break due to school commitments

- Design and layout ten online and four print magazines annually.
- Assist in organizing, managing and co-hosting fundraising events for the sponsored non-profit organization, such as an annual mental health conference and a kid's Mind Maker STEAM event.
- Design event advertising, including social media, graphics and communications.
- Support business partners by creating presentation materials for potential clients, investors and community supporters.

Alberta College of Art + Design

Digital Content Coordinator / Four-month Paid Internship

May 2018 – August 2018

Calgary, Alberta

- Created a bank of digital content for social media, website and newsletters. Content included written reports, photography and videos.
- Assisted with the creation, integration and writing of a social media calendar.
- Organized, coordinated, interviewed and photographed ACAD faculty to promote their research projects through various media outlets.
- Developed, edited and produced a promotional video for "Water for Riley's Park" fundraising campaign.
- Created digital graphics including, banners, towers, big-box formats for websites, newsletters and social media usage.
- Designed posters, postcards, pamphlets, and invites to promote events and awards at ACAD.

Paint Nite - Independent Contractor

Teacher / Assistant Manager (Calgary area)

February 2014 – June 2018

Calgary, Alberta

- Created and hosted 'Paint and Sip' events at several venues in Calgary and the surrounding area.
- Provided leadership and training for over 30 employees.
- Energetically and humorously provide step-by-step instructions to a group of up to 100 adults with no previous experience or knowledge of painting, starting from a blank canvas to a finished masterpiece in two hours.
- Responsible for planning, directing and overseeing events and operations on and off-site.
- Responsible for answering questions, providing support and professionally resolving issues while creating a relaxed, enjoyable atmosphere.
- Responsibilities also included painting the master copy, setting up the venue and cleaning up afterwards while remaining within the designated time limit.

TransCanada Pipelines - On-site Contractor

Creative Lead Designer / Production Manager

September 2010 – August 2014

Calgary, Alberta

- Supervised, managed and guided a team of graphic designers while maintaining a positive, productive and creative work environment.
- Modernized and developed an array of mood boards for in-house programs like the launch of new projects, floor remodelling and public events such as open houses and pipeline proposals.
- Brainstormed with clients to transform verbal ideas and concepts into unique marketing materials while adhering to the company brand guidelines.
- Worked one-on-one with the communications department to help design many different components for significant projects, such as all PowerPoint presentations, banners and handouts for Annual General Meetings.
- Fully managed the Public Awareness Calendar 2013, from concept to print and delivery to over 80,000 homes in North America.

Volunteer

Made by Momma - Non-Profit

January 2019 – March 2020

Graphic Designer / Public Relations / Four-month Paid Internship / Volunteer

Calgary, Alberta

- Refresh look for all materials while still maintaining brand, voice and messaging.
- Create, design and implement a social media calendar for a variety of events, fundraising and donation drives.
- Brainstorm with staff and volunteers to transform verbal ideas and concepts into unique marketing materials while adhering to the company brand guidelines.

CARE - Walk in Her Shoes YYC - Non-Profit

September 2014 – October 2019

Media Relations / Graphic Designer / Volunteer

Calgary, Alberta

- Managed all Calgary media, press and interviews leading up to the main event and day of the event.
- Establish design marketing, communication and public relation tools to help increase public awareness of the campaign while increasing participation from 140 walkers in 2014 to over 900 in 2019 in the Calgary area.
- Helped raise over \$7 million in Calgary alone to help support women and fight poverty and social injustice worldwide.

Education

Professional Writing Certificate: Marketing and Public Relations

September 2022 – September 2023

University of Calgary Continuing Education

Calgary, Alberta

Bachelor of Communication - Public Relations

September 2014 – June 2019

Mount Royal University

Calgary, Alberta

Minor: English

GPA: 3.97

Professional Clients:

- *Military Museums Calgary* (Non-profit): Worked on a team to create new concepts to help promote and increase public awareness about the museum's new exhibits.
- *Youth Central* (Non-profit): Worked on a team to create a strategic communications plan for implementation in 2019. It was designed to increase public and community awareness of YC's programs. A media kit was created to assist YC in building relationships with media outlets.
- *Humanity In Practice[H!P]* (Non-profit): Worked on a team to create a strategic plan to rebrand promotional materials, social media and events to target a diverse demographic. Outcome: An increase in public engagement on H!P's social media channels, at H!P's events and volunteer registration.
- *Dara Def* (Entrepreneur): Worked on a team to create a strategic binder to increase audience views on Def's Twitch channel. The binder included research on Twitch, target audiences, and a future promotional suggestions calendar.
- *Enactus* (MRU Student organization): Worked with the Unravalled initiative to create graphic design, promotional materials and information booklets. Unravalled main focus is to create textile waste into high-quality, zero-waste yarn.

Master Design Certificate of Achievement

September 2007 – April 2009

Southern Alberta Institute of Technology

Calgary, Alberta

- Major in Web Design and Graphic Design

Applied Arts and Animation Technologies

September 2001 – December 2003

New Brunswick Community College

Miramichi, New Brunswick

- Classical Animation Diploma

Please visit reanimatedpixel.com for my portfolio. A PDF version is available upon request.

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