



# Jenn FARRELL



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604.329.6442



North Vancouver, BC

## SKILLS

- Content Strategy
- Copy Writing
- Marketing Material Creation
- Newsletter Design
- Social Media Management
- Web Design, HTML5 & CSS3
- Search Engine Optimization

## TOOLS

- Microsoft Office Suite
- Adobe Illustrator, Photoshop, InDesign & Premiere Pro
- Asana
- Canva
- Mailchimp
- Wordpress
- Freshsales
- Hootsuite
- Survey Monkey

## CERTIFICATES

- Google Analytics Certification
- Hootsuite - Social Media Certification
- Wset Level 1
- Serving it Right
- Food Safe Level 1

## WORK EXPERIENCE

### ● **MARKETING COORDINATOR AND EXECUTIVE ASSISTANT**

Jack Cewe Construction Ltd. | March 2024 - Present

Writing and designing engaging internal communications across a variety of channels, including online newsletters, social media platforms, emails, text messages, and printed materials. Revitalizing company vehicle graphics, branded apparel, and promotional merchandise to enhance our brand presence while also coordinating and managing all staff events.

### ● **COMMUNICATIONS COORDINATOR & OFFICE MANAGER**

Mount Seymour United Church | Sept 2020 - January 2024

Design and production of promotional materials, signage, weekly newsletters, reports, social media channels and management of the church's website. Office management duties include overseeing facility rentals, day-to-day administration & cash deposits.

### ● **BUSINESS AND MARKETING MANAGER**

Spatial Research & Design | Sept 2014 to Feb 2019

Developed and implemented digital marketing strategies, organized promotional events, and managed the company's website and social media channels as well as day-to-day administrative duties.

## EDUCATION

### **Bachelor of Communication Studies**

Capilano University - September 2023 - to present

### **Media Techniques and Marketing + Social Media & Digital Marketing**

British Columbia Institute of Technology - April 2019 to December 2022

### **New Media Design & Web Development - Senior Management**

British Columbia Institute of Technology - Oct 2013 to Sept 2014

### **Associate Degree - General Arts**

Capilano University - 1991 - 1995

## PORTFOLIO & LINKEDIN



[jennfarrell.ca](http://jennfarrell.ca)



<https://www.linkedin.com/in/jennfarrellyvr/>