



ANDREA TRACE

Graphic Designer, Copywriter, Fine Artist

416.460.2310

andreatrace@gmail.com | andreatrace.com

Freelance Graphic Design | Andrea Trace Design : Web & Words

2016 - present

- Email marketing campaign creation, design, copywriting, photography;
- Coding and sending emails via Mailchimp;
- Maintaining and growing email contact database;
- Wordpress and Bootstrap website design, coding and ongoing maintenance;
- Various design jobs for print and web;
- Illustration and logo creation; feature article writing;
- Create course outlines and projects for adult and youth art classes; teach adult and youth art classes including instruction in acrylic painting, drawing, collage and mixed-media techniques;
- Maintain retail fine art and design studio;
- See AndreaTrace.com for portfolio and examples.

Graphic Designer, Marketing Manager | Sunrise Records and Jean Machine

1991 - 2015

- Initiated and stabilized brand presentation; conceptualized, designed and implemented advertising campaigns and direct marketing initiatives;
- Assisted in the increase of co-operative marketing budget by over 40% through strategic planning and coordination of objectives with buying department;
- Design and HTML coding of landing pages linked to email campaigns; HTML/CSS coding for responsive web design (Bootstrap) and email applications; WordPress web design and maintenance; design and coding of mobile-friendly email templates;
- Created and presented marketing plans to co-operative advertising partners and to company management and staff;
- Provided liaison and developed communication processes between marketing, buyers, store operations and management; liaised with co-op partners;
- Supervised junior staff in creating ongoing web and email initiatives; established social media presence and developed strategy and “voice;” wrote press releases and articles.

Bookkeeper | Christopher's Gardens, Inc.
1996 – present (part time)

- Accounts receivable and payable; payroll; remittance reports (HST, source deductions);
- Invoicing; filing and data organization; phone and email customer care; creating reports; writing and typing memos and customer communications;
- Maintaining website;
- Preparing data and reports for, and liaising with accountant.

CORE QUALIFICATIONS

- Graphic design, direct email marketing, copywriting, proofreading and print production management; Marketing department management including administration, budgeting, scheduling, interdepartmental communications
- 8+ years experience working remotely with well developed independent time-management and project coordination skills
- Proficient in Adobe Creative Suite programmes (Mac and PC) including Photoshop, Illustrator, Dreamweaver, InDesign and Acrobat
- Email Marketing Management including content creation, copywriting and proofreading direct email marketing campaigns, social media short posts, long form blog posts, feature articles and strategic documents
- Customer contact database and email list management and growth; ability to identify target audience and segment email list for demographic-specific campaigns; web traffic statistical analysis and knowledge of Google Analytics; knowledge of SEO best practices for websites and email campaigns
- Hands-on experience with email marketing platforms and content management systems (ExactTarget, Mailchimp, ConstantContact)
- Crafting and implementing social media strategy via Facebook, Twitter, Hootsuite, LinkedIn, Pinterest and Instagram
- Proficient in Microsoft Office programmes (for both Mac and PC) including Word, Excel, Acrobat and PowerPoint as well as extensive experience with accounting programmes: QuickBooks, Simply Accounting

References available on request.