



# mackenzie atkinson



## PROFESSIONAL SUMMARY

A resourceful, creative, ever-growing graphic designer and illustrator. Eager to develop and raise brand awareness, create new, innovative product designs, and showcase brands through resourceful marketing strategies and knowledge.

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## WORK EXPERIENCE

### Graphic Designer

*April 2021-Present*

- Created vector images for e-Learning videos
- Sourced and edited royalty-free images
- Edited and created e-Learning programs and videos for various companies and businesses, including government work

### Marketing Coordinator

*The Terry Fox Foundation*

*May 2020-November 2020*

- Created Terry's Team Member Cancer Survivor signs that were distributed nationwide across Canada
- Created a COVID-19 Marketing Plan
- Created and implemented a promotional social media marketing strategy
- Met weekly with a group of students to teach them applicable marketing strategies
- Worked remotely in a time-efficient manner
- Built objectives and key targets that were measurable and tangible
- Created daily posts using the Adobe Suite programs
- Created graphics and iconography through Adobe Illustrator

## CONTACT INFORMATION

**Portfolio:** mackenzieart.com

**Cellphone:** 705-305-9507

**Email:** mackenzie.aka@hotmail.com

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## EDUCATIONAL BACKGROUND

### Georgian College

#### Graphic Design

Ontario College Advanced Diploma  
Graduating 2022

- Dean's List
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## HARD SKILLS

Adobe Suite  
Microsoft Office  
Print Design  
Experiential Design  
Product  
Manufacturing  
HTML/PHP/CSS  
UI/UX Design  
Layout Design  
Branding  
Typography

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## SOFT SKILLS

Creativity  
Creative Thinking  
Critical Analysis  
Time Management  
Problem Solving  
Productivity  
Collaboration  
Communication