

ANNE LIZOTTE

📍 Ottawa, ON

📞 613.487.3313

✉ anne@annelizotte.com

🌐 www.annelizotte.com

CORE COMPETENCIES

Creativity
Visual/Design Concepts
Multimedia
Publications/Reports
Web Design
Software
Typography
Design Development
Multiple Platforms
Visual Direction
Artistic Innovation
Client Needs
Deadline Sensitive
Collaborative
Negotiations
Seamless Project Execution
Self Motivation
Perseverance
Vendor Management
Passion for Advertising
Attention to Detail
Marketing Strategies
Relationship Management
Research



SENIOR GRAPHIC DESIGNER

CAREER PROFILE

A highly creative and multitalented Graphic Designer with extensive experience in multimedia, marketing and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Highly skilled in client and vendor relations and negotiations with a talent for building and maintaining strong partnerships. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

ACHIEVEMENT HIGHLIGHTS

- ➔ **Reader's Digest** – Collaboratively designed 8-page booklets entitled Viewpoints on Health (VOH), targeting health and lifestyle management, through interpreting client messaging and creating the strategy aligned with the client vision. Achieved confidence of the advertisers as a result of repeat business for booklets or 3 booklet series. Created VOH per month for companies such as Abbott, Astra Zeneca, Bayer and Teva.
- ➔ **Rockland Taxi**– Increased social media traffic by 25% resulting from the creation of 3 boosted posts for 7 days reaching client engagement of 2656 visitors with the highest post reaching 3409 visitors and 1272 for 10-second video views increasing client's overall business by 20%.
- ➔ **AFEAO** – Successfully designed and delivered grade appropriate learning solutions targeting various grade levels, designed to be compliant with the art curriculum of the Ontario Ministry of Education. Worked collaboratively with the client to effectively translate their needs and various concepts into user-friendly, professional learning modules.
- ➔ **CG3** – Freelance Graphic Designer producing over 50 annual and interim reports for prominent clients mainly production, with key focus on speed of execution and quality of typography.

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SKILLS

Design Tools: Adobe InDesign, Illustrator, XD, Dreamweaver, Photoshop, Captivate and WordPress

Business Tools: Microsoft Office, Google Drive, Adobe Acrobat

Languages: French (native), English



SENIOR GRAPHIC DESIGNER

PROFESSIONAL EXPERIENCE

Art Director & Graphic Designer

Anne Lizotte Communications, Clarence-Rockland, ON | 1993–present

- ➔ Successfully founded a communications consulting firm specializing in print design, web design, and creative event planning.
- ➔ Manage and coordinate all graphic design projects from concept through completion for prominent clients including Nestlé, Procter & Gamble, National Bank of Canada, Pfizer, and Reader's Digest.
- ➔ Supervised creative contributors, including designers, copywriters, translators and programmers.
- ➔ Partner closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements.
- ➔ Effectively build, motivate, and direct design and production teams.
- ➔ Coordinate freelance designers, consultants and vendors to meet all project requirements. Create and conduct highly persuasive sales and marketing presentations.
- ➔ Expertly convert features to benefits to achieve client objectives.
- ➔ Manage all operational, strategic, financial, quote/bid, staffing, and administrative functions.

NOTABLE HIGHLIGHTS

- ➔ **Guide Clarence-Rockland** - Acted as Editor and Chief for a community guide magazine, managed a team of copywriters, photographers, translators, and ad designers. Designed and created artwork for the publication.
- ➔ **AFÉAO** - Developed new website and e-learning tools for an arts nonprofit organization. Served as art director and lead designer. Supervised programmer and front-end developer.
- ➔ **Télévision Communautaire de Rockland (TVC22)** - Developed a strong brand identity and social media presence to a failing television station. Recruited a board of directors to create and execute a strategic plan to increase viewership. Managed relationships with key stakeholders and mentored staff through the transition.

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CERTIFICATION

Registered Graphic Designer (RGD) Certification

Association of Registered Graphic Designers

Ottawa, ON | 2016–present



EDUCATION

Coursework in Graphic Design Software

Cégep d'Ahunatic and
Cégep de Maisonneuve

Montréal, QC | 1991–1992



SENIOR GRAPHIC DESIGNER

PROFESSIONAL EXPERIENCE

Founder and Event Planner

Expo Clarence-Rockland, Clarence-Rockland ON | 2010 - 2018

- ➔ Conceptualized and launched an annual consumer spring show for the city of Clarence-Rockland.
- ➔ Developed graphic signature and determined creative strategy for the event.
- ➔ Conducted all hiring and supervision of sales representatives.
- ➔ Designed and promoted various community events including fashion shows, beer tasting, and contests.
- ➔ Oversaw all logistics of various events.

NOTABLE HIGHLIGHTS

- ➔ Achieved attendance of up to 5,000 visitors annually by developing strategic partnerships and implementing effective marketing campaigns to promote the event.
- ➔ Successfully sold 100+ booth spaces to vendors in partnership with the sales representatives.
- ➔ Established strong partnerships with sponsors.

Junior Graphic Artist

Marcel Knecht and Associates, Montreal QC | 1992 - 1993

- ➔ Collaborated with art director, illustrator, and photographer to design annual reports for clients including Le Chateau, Van Houtte Coffee, and Alcan.