



# GRAHAM SCOTT

BRANDING FOCUSED PIXEL PUSHER

## CONTACT

 613.222.2267

 grahamscottdesign.com

 graham9@rogers.com

 Ottawa, ON

## PROFILE



Logos and brand design are my bread and butter. I love to see the

organic growth that happens while a brand is coming to life.

I design with passion and strategic creativity. Every component has a purpose or meaning. My modern look is built with a contemporary flair and balanced composition. This allows me to adapt to any style the project calls for.

## EDUCATION

### Graphic Design For Print & Web

Humber College | 2012-2014

### Media Communications

Humber College | 2010-2012

## WORK EXPERIENCE

2022 - Present

### Senior Graphic Designer (Corporate Services Officer)

Canada Revenue Agency - Scientific Research and Experimental Development Directorate

- Senior member and authoritative voice of the internal design team
- Redesigned the SR&ED internal branding
- Manage the branding so it is consistent on a day-to-day basis
- Rebranded and took over the logistics of a CRA-wide webinar series
- Work directly with many heads of the directorate on special projects
- Conceptualize look and feel for national presentations
- Construct industry infographics for internal and external use
- Develop marketing strategies for a number of distinct campaigns
- Write palatable copy to insert into various designed material
- Designed a number of branded templates for easy use throughout the large SR&ED team, that spans Canada
  - Powerpoint, Word and Outlook templates
  - Email / newsletter material

2018 - 2022

### Senior Web & Graphic Designer

Canadian Chamber of Commerce

- Promoted to Senior Designer summer of 2021
- Chamber design is structured like a firm
  - Assigned internal clients/projects
  - Project management
- Brand identity and logo design
  - Manage the Canadian Chamber brand
  - Designed "sub-brands" under the CCC umbrella
  - Marketing campaigns (national and international)
  - Major events
  - Webinar / podcast series
  - Websites and microsities
- Paid and organic campaign ads (digital and print)
- Social media images and videos
- Powerpoint, Word and Outlook templates
- Invitations
- Email / newsletter materials
- In-house filming / videography
- Video editing for public consumption
- In-person photography of events
- CCC website upkeep and maintenance
- Helped with the Canadian Chamber's rebranding
- In-office branding design
- Marketing strategy
- Copy writing
- Member of the social committee



# GRAHAM SCOTT

BRANDING FOCUSED PIXEL PUSHER

## TESTIMONIAL

“ ...It was always a pleasure to work with Graham. He is hard working and the amazing results he consistently produced are a testament to his attention to detail. He is very friendly and outgoing and always had good relationships with his co-workers and constituents throughout Ward 22.

I would be happy to recommend Graham Scott for any of his future endeavours.”

### Michael Qaqish

Former City Councillor, Ward 22

## SOFTWARE

### Adobe (CC)

Illustrator  
Photoshop  
InDesign  
Premier  
Acrobat

### Microsoft

Word  
Excel  
Powerpoint  
Outlook  
Teams

### CMS

WordPress  
Squarespace

### Online

Google Analytics  
Google Docs  
Monday.com

## REFERENCES

### AVAILABLE

Upon request

## (MORE) WORK EXPERIENCE

2016 -  
2018

### Marketing & Office Manager

Green Works Contracting

- Designed original content for lead generation
- Managed multiple google adwords campaigns
- Vehicle branding design
- Company photographic portfolio production
- Photography / photo retouching
- Video editing / filming / producing
- Website maintenance / updating
- Managed all social media accounts and emails
- Promotional material design (printed & digital)
- Customer relations
- Designed / helped promote at convention booth
- Accounts payable / receivable
- HR, conduct interviews / hire / fire / payroll
- City of Ottawa contract relations
- Maintenance crews management (9 employees)
- Assigned acting general manager role during absences
- Managed office / answer company phone / etc.
- Scheduling of company and gm's appointments
- Bookkeeping / invoicing / budgeting

2015 -  
2016

### Communications Coordinator

City of Ottawa - Office of City Councillor, Michael Qaqish

- Logo design and development
- Promotional merchandise design
- Ad mail / invitations / posters
- Print and digital advertising
- Photography
- Photo retouching
- Event planning
- Website design / maintenance
- Weekly column writing
- Social media marketing
- Successfully resolve constituency cases and satisfy concerns and inquiries
- Trained in ACT! Contact management software
- Trained in Accessibility for Ontarians with Disabilities Act

2014

### Marketing & Communications Specialist

Dion Vallée Income Tax & Bookkeeping Mgt

- Logo design and development
- Website design and development
- Icon design and development
- Social media marketing
- Digital and print media design and development
- Client relations
- Content writing