

Christie Witt

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Skills

- Experience with Adobe InDesign, Illustrator, Photoshop, & After Effects
- HTML/CSS coding in a responsive setting while meeting Web Content Accessibility Guidelines (WCAG) standards
- Experience with information architecture and wireframe development
- Experience with content management systems (Drupal and WordPress)
- Experience with marketing automation tools such as MailChimp, Marketo and HubSpot
- Experience with training through in person and virtual environments

Experience

WittCreative - Remote

October 2024 - Present

Duties: I'm a self-employed Digital Marketing Consultant. I ensure that my clients maintain their brand integrity through different digital formats including website design, whitepapers, infographics, PowerPoint templates, email campaigns, social media, and more. I also provide technical training and support for these different digital platforms.

Canadian Association of University Teachers - Hybrid

October 2022 - October 2024

Duties: Digital Information Specialist for the information architecture, wireframes, and page templates for all digital platforms. I train staff both in person and virtually on best practices for digital content, design, and accessibility. I ensure brand consistency and accessibility compliance across all digital platforms. I also provide technical support for internal and external facing digital platforms.

Canadian Association of University Teachers - Hybrid

October 2021 - October 2022

Duties: Lead Graphic Designer for web, print, email marketing, and social media. I ensured the consistent application of branding and design standards on all CAUT projects. I managed and maintained the stock image library. I also designed the monthly CAUT Bulletin for offset printing, including the layout and preparation of all advertising and editorial pages. I also provided technical support to management and staff during hybrid event preparation.

Speech-Language & Audiology Canada - *Ottawa, Canada*

October 2020 - October 2021

Duties: Lead Graphic Designer for all SAC projects, including the website, blog, advertisements, social media graphics, templates, collateral, and video production. I developed sub-brands for new programs and projects while ensuring brand consistency and integrity with the SAC brand. I managed all elements of production for the Canadian Journal of Speech-Language Pathology and Audiology (CJSLPA), including ensuring style-guide adherence, the production calendar, the editorial process, layout/design, and distribution.

Eclipse Foundation - *Ottawa, Canada*

December 2019 - October 2020

Duties: Lead Graphic Designer for web, print, email marketing, and social media. Ensuring brand consistency and integrity behind the Foundation and Working Group logos and brand guidelines. This includes the production of event signage, tradeshow collateral, presentation templates, e-books, whitepapers, promotional videos, and custom photography. Managing multiple projects in a fast paced environment, while also ensuring brand consistency across all platforms.

Samuel Associates - *Ottawa, Canada*

August 2019 - December 2019

Duties: Developed and executed digital marketing plans for Samuel Associates and its clients on a consulting basis. This included presentation decks, brochures, infographics, website design and development, email campaigns, SEO optimization, Google analytics reports, social media announcements, and press releases.

Canadian Physiotherapy Association - *Ottawa, Canada*

August 2018 - August 2019

Duties: Lead Graphic Designer for web, print, email marketing, and social media channels. Ensuring brand consistency and integrity across all channels. This includes program branding and logos, branding for online courses, congress materials, annual reports, media kits, advertisements, association email templates and large scale signage. I also edited promotional videos as needed.

Canadian Internet Registration Authority (CIRA) - *Ottawa, Canada*

April 2015 - August 2018

Duties: Lead Graphic Designer for web, print, email marketing, social media channels and art direction of custom photography. Corporate re-brand implementation with brand integrity across all platforms. Providing storyboards, audio and video editing for promotional videos. Managing multiple projects and tight deadlines in a fast-paced, team oriented environment.