

DIANA MUNHOLLAND

Advertising & Communications Specialist

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📍 44 Village Rd.,
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NOB 2T0

EDUCATION

Advertising & Communications Media

Mohawk College, Hamilton, ON
Dean's Honour List

EXPERTISE

Graphic Design
Web Design
Branding
SEO
Marketing

ACCREDITATIONS & AFFILIATIONS

Adobe Creative Cloud
Accessibility Compliance (AODA, WCAG)
Google Analytics Certificate (In progress)
Graphic Designers of Canada (GDC)
Volunteer at local community events

ADDITIONAL SKILLS

Design Software: Adobe CS (InDesign, Illustrator, Photoshop, Acrobat, Premiere)

Web Dev: HTML, CSS, JavaScript

Multimedia: Video scripting, animation, audio integration, photography/video

Accessibility: AODA, WCAG, PDF/UA

Project Mgmt: Budgeting, timelines, client relations, vendor coordination

Communication: Copywriting, editing, proofreading, presentations

Marketing: Analytics, SEO, data-driven strategy

PORTFOLIO

DianaMunholland.Link

REFERENCES

Available upon request

ABOUT ME

Creative and detail-oriented Graphic Designer with over 10 years of experience in advertising, communications, and digital media. Proven ability to conceptualize and execute compelling visual designs across multiple platforms. Expertise in Adobe Creative Suite, web development, and multimedia communication. Dedicated to fostering inclusive and innovative environments, ensuring alignment with strategic goals, and maintaining high standards of accessibility and compliance.

WORK EXPERIENCE

MARKETING & DESIGN

Schweitzer's: Nov 2020 - Present

- Developed and designed all communications, proposals, and websites, ensuring compliance with Canadian Press standards and accessibility requirements.
- Provided training in design, accessibility, analytics, and compliance.
- Collaborated with clients to enhance business development efforts through strategic design solutions.

COMMUNICATIONS SPECIALIST

Munholland.ca: Feb 2019 - Sept 2021

- Launched and managed a work-from-home business offering online marketing solutions and website design.
- Created a diverse range of digital and print communication materials, including logos, brand books, and promotional content.
- Ensured all materials met accessibility standards (AODA, WCAG) and copyright requirements.

COMMUNICATIONS COORDINATOR

IPC: May 2016 - Feb 2019

- Designed and maintained social media content, print materials, websites, and event collateral.
- Developed a five-year creative strategy and brand book, contributing to a cohesive and consistent brand image.
- Organized community events and fundraisers, enhancing public engagement and brand visibility.

BRAND MANAGER AND WEB COORDINATOR

The C&MA in Canada: 2012 - 2015

- Created and managed web content, ensuring alignment with brand standards and strategic goals.
- Analyzed Google Analytics data to inform marketing strategies and budget decisions.
- Designed promotional materials and managed cross-platform marketing campaigns.

COPYWRITER

Tribal DDB: 2011 - 2012