

Crystal Francke

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Summary

Marketing supervisor with 8 years of experience in an entrepreneurial environment. Passionate, and detail-oriented; I am proficient at planning and coordinating the execution of marketing objectives. Can manage multiple projects, meet deadlines, and function under pressure. Able to work independently or as part of a team while utilizing sound judgement. I am also self-motivated to learn and highly organized. Possess an Advanced Diploma specializing in Multimedia Design, as well as a Bachelor of Commerce Degree.

Marketing Skills

- Marketing strategies and campaigns
- Corporate communications
- Trade show and event coordination
- Digital and print content development
- Market research
- Development of training materials
- Social media
- New product launches
- Vendor management
- Lead and mentor creative team

Computer Skills

- Adobe Creative Suite
- Interactive media authoring especially for touch screen devices via Intuiface Design
- XHTML, HTML 5, and CSS
- Wordpress, Constant Contact, MailChimp, Sage CRM, Sage100, Tableau, and Social Media platforms.
- Microsoft Office applications.
- Flexible to work on Mac or PC platform

Professional Experience

PHOENIX A.M.D. INTERNATIONAL INC., BOWMANVILLE, ONTARIO

Marketing Supervisor, Aug 2016 – Present

- Report to and support the President and Vice President in the development and implementation of marketing objectives and strategies.
- Manage and coordinate internal and external marketing efforts inclusive of brand management, media relations, product launches, merchandising, advertising, and sales collateral.
- Lead coordinator of trade shows, by working with other departments to ensure across the board cohesiveness, designing booth layouts, merchandising plans, creation of point of sale material, booking services, purchase props, as well as developing and/or updating electronic sales tools.
- Arrange corporate events through booking services, designing floor plans and decorating.
- Oversee, manage and maintain the overall visual representation of the company in all manners of media.
- Manage rebranding projects, including collateral, operational and IT applications.
- Responsible for asset creation – including brief to an agency or the creative team and developing tailored digital and/or AV assets for campaigns and products
- Source, collaborate and maintain relationships with vendor partners
- Supervise the efforts of the Marketing team, coordinate with multiple departments, and work on cross-functional projects
- Interview, select, and counsel all marketing team members.

Multimedia and Web Designer, Feb 2011 – Present

- Mobile Apps: Designed interface, created story maps and user flow diagrams, tested and summarized recommendations for Excelsior HE and Service by Excelsior apps available for iPhone and Android devices.
- Training videos: Recorded, edited and added visual effects to green screen recorded videos, and edited audio content, to create visually appealing videos intended for targeted audiences.
- Promotional videos: conceptualized, created storyboards, wrote scripts, recorded voice overs, audio editing, produced graphic components, and developed stunning motion graphic based videos.
- Photography: capture moments at corporate events, create and edit high resolution images of products usable for print and web
- Interactive Touch Screen Presentations: designed, developed, and maintained selling presentations using Intuiface Design specialty software.
- Power point Presentations: Created mixed media based interactive presentations for training purposes.

- Company websites: Designed layout, coded, and maintained websites.
- Social Media: created and managed company accounts on Facebook, Twitter, and YouTube. Generate content, drive engagement and leads, and enhanced brand image through social presence.
- Communications: designed e-mail templates, built contact listings using CRM software, and executed international mass e-mail communications.
- Print Media: Designed layouts and completed pre-press production for various types of printed materials including brochures, tent cards, hang tags, banners and more.
- Other duties: Maintained the company's Xerox 700i/700 Digital Color Presses, and 7800 Phaser via calibration, service calls, production trouble shooting, and supply ordering

DARE 2 WEAR MAKEUP ART, OSHAWA, ONTARIO

Owner, Operator and Makeup Artist, May 2011 – Present

- Apply makeup and prosthetics to aesthetically enhance individuals, performers, celebrities, entertainers for special events through the use of traditional brush work, airbrush application, body or face painting techniques.
- Reference photos when consulting with clients on looks and sketch designs
- Teach makeup application techniques to clients
- Purchase cosmetics, tools and equipment from vendors and negotiate prices
- Manage finances
- Identify and obtain new business opportunities
- Promote via social media to maximize brand identity and generate warm leads

DURHAM COLLEGE, OSHAWA, ONTARIO

Multimedia Assistant (Internship), Apr 2010 – Sep 2010

- Promotional Videos: Shot, edited and added visual effects to create visually appealing promotional videos intended for targeted audiences for the college.
- Audio editing to generate appropriate music tracks to content
- Organized video and photo shoots, and set up lighting for said shoots.
- Advertising: Designed and developed web banner ads, interactive maps, and presentations using Flash.

Additional Experience

CRYSTAL C. FRANCKE DESIGN, OSHAWA, ONTARIO

Freelance Multimedia Designer, Apr 2009 – Jun 2011

WALMART SUPERCENTER, OSHAWA, ONTARIO

Customer Service Manager, and Cashier, May 2009 – Feb 2011

SOBEYS GROCERY RETAILER, OSHAWA, ONTARIO

Cash Office Supervisor, Customer Service Representative and Cashier, Sept 2003 – Apr 2007

Education

DURHAM COLLEGE, OSHAWA, ONTARIO

Advanced Diploma in Multimedia Design (with Honours), Jun 2010

RYERSON UNIVERSITY, TORONTO, ONTARIO

Bachelor of Commerce - Human Resources Management, Oct 2007

PROFESSIONAL SCHOOL OF MAKEUP, TORONTO, ONTARIO

Diploma in Makeup Artistry & Airbrush Design, Jul 2011

Credentials and Licenses

- Joint Health and Safety Supervisor Certification - Oct 2016 (No expiry)
- Emergency First Aid CPR/AED Level A - June 2016 (Expires June 2020)

Hobbies and Interests

- Makeup Art – building prosthetics for sfx, airbrushing, body painting, and editorial beauty
- Exercise – group fitness classes, and weight lifting
- Music –Grade 9 piano