



JES COVERINI CREATIVE

PROFESSIONAL SUMMARY

I am a graphic designer who specializes in creative direction, branding and copywriting. My deep empathy, attention to detail and wealth of experience in leadership roles and collaborative work environments are what set me apart from other designers.

SKILLS & ASSETS

- 15 years leadership and management experience
- Project management
- Social media management
- Digital marketing
- Facilitation & teaching expertise
- Professional public speaking
- Copywriting & copy editing
- Adobe Illustrator, Photoshop, InDesign, Acrobat, XD
- Loomly, Figma, Wix, Squarespace, Mailchimp, Canva
- Microsoft Office Suite

BOARD MEMBER

- Graphic Designers of Canada, BC Chapter

CONTACT

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- in LinkedIn Jes Coverini
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WORK EXPERIENCE

Design Coordinator & Copywriter Vancouver, BC
Picnic Social Strategies 2022-Present

- Develop, maintain and evolve branding for a wide range of clients
- Assist in developing and executing custom marketing strategies for clients
- Create custom graphics, motion graphics, templates, style guides, and more
- Social media content creation & account management for multiple clients
- Blog & newsletter writing and copy editing

Graphic Designer Western Canada
Self-Employed Freelance 2014-2022

- Create logos and brand identity systems for small- to medium-sized businesses
- Create print-ready designs for event posters, event tickets, brochures, and more
- Build websites, design newsletters, and create social media content
- Communicate clearly with clients to understand values and needs
- Provide high quality designs within agreed-upon timeline

Professional Facilitator Western Canada
Contract at Various Agencies 2013-2022

- Use creative problem solving to develop custom workshops for clients
- Primary workshop topics include social-emotional learning, mental health, healthy relationships, assertive communication, community-building & civic engagement
- Clients include schools, non-profits, First Nation bands, and community groups

Afterschool Program Coordinator Burnaby, BC
Burnaby Neighbourhood House 2017-2019

- Develop and coordinate after school programs for at-risk school-aged children
- Manage staff and volunteers at 7 different program locations across Burnaby
- Overseeing program budgets, payroll, recruiting & hiring, PD, grant reporting

Gallery Director / Program Coordinator Winnipeg, MB
The Edge Gallery & Urban Art Centre 2010-2016

- Creative direction and practical management of urban gallery space
- Graphic design and copywriting for gallery re-brand in 2014
- Booking artist exhibitions and other gallery events
- Curation and jurying for group exhibitions and panel discussions
- Manage staff and volunteers for gallery, events, classes and workshops

EDUCATION

British Columbia Institute of Technology Vancouver, BC
Graphic Design Associate Certificate 2021-2022

University of Winnipeg Winnipeg, MB
Bachelor of Education 2007-2010

REFERENCES AVAILABLE UPON REQUEST