

cover letter

DEAR// Corporate Recruiter

+

one

For over four years I have been helping a broad range of clients develop and implement actionable marketing strategies and innovative corporate communication solutions to address their business goals and objectives. My approach has been to establish a collaborative working relationship with my clients, to build trust and gain an intimate understanding of their organization, to be used in the development of effective, strategic and uniquely positioned marketing solutions that provide business value. I have successfully created memorable brand experiences for clients that uniquely positions them within their target markets based on my recognition of the critical link between business strategy and design; using creative ideas to help organizations connect with their stakeholders. I pride myself on the development of engaging visual communications based on research and insights which allows for the identification and application of a strategic mix of print, digital and social mediums that will generate a response by the target audience.

My qualifications include a Bachelor of Design degree with a Business/Marketing route from the University of Alberta. Nearly two years of creative communications and graphic design experience working with local marketing & communications organizations and three years, as the Principal, Strategic Communication Designer, for *REMARK Design Inc.* I have extensive experience working within marketing and advertising agencies, with web designers and developers, and printers. My direct client experience includes both small and large private-sector companies, local and provincial government. I am a team player and builder and have strong planning, organization and communication skills that include proposal writing and executive level presentations.

markshuya

My project experience includes working both individually and as a member of a broader marketing & design team on the development and implementation of a broad base of marketing & communication projects. The scale of projects ranges from small print projects involving brochures and ads, to designing annual reports and corporate strategy documents, client hosting events and seminars, corporate brand development including websites and a large-scale rebrand and campaign for the Government of Alberta.

I look forward to the opportunity to meet and discuss further how my client-centered, team-based creative approach to designing and developing marketing and communications strategies and plans can positively contribute to achieving your organization's goals.

Sincerely,

Mark Shuya

two

resume

I am: curious, inspired, observant, professional

I believe in: balance, meaning, relationships, results

My work is: unique, considered, strategic, creative

EXPERIENCE

» Principal; Strategic Communication Designer

REMARK Design Inc. | Edmonton, AB

June, 2009 – Current

ROLE: Providing clients with effective communication solutions to enhance their market position. Building lasting relationships with clients, earning their trust to gain an intimate understanding of their unique needs, in order to help them achieve their business or organizational goals. Developing new brand identities and/or strengthening existing ones to create new business value. Focusing on strategic visual communications, placing value on research, insight and setting measurable objectives, to help inform creative executions that generate discussion among the target audience.

» Intermediate Graphic Designer

Vision Creative Inc. | Edmonton, AB

April, 2010 – May, 2011

ROLE: Working off identified communication objectives, develop creative print and web solutions that elevate and enrich the marketing and design needs of Vision's clients. Balanced multiple long-term and short-term creative projects, in a team environment. Development and execution of a social media strategy for Vision.

» Contract Visual Communication Designer

Euna Kang Design Office | Edmonton, AB

August, 2009 – April, 2010

ROLE: Collaborative involvement in research, creative conceptualization, and production of various branding projects, display signage, and print documents. Coordination of multiple projects, client meetings and project work. Working as part of a team with printers, copywriters, other designers, and web developers.

three

» **Graphic Designer**

Encore Specialty Products | Edmonton, AB
September, 2004 – Current (as client)

ROLE: Responsible for the creation and modification of images and pre-production graphics for imprinting on promotional products. Interpret brand standards of the company's clients and accurately apply them. Work with a team of eight sales professionals and offer creative input and suggestions for the needs of their clients.

» **Division Manager**

Barry Jay's Marine— Watersports Division | Edmonton, AB
February, 2005 – May, 2010

ROLE: Responsible for managing and training a team of sales associates. Develop store branding and maintain seasonal signage. Responsible for sales, ordering and customer service of watersports equipment and aftermarket boat accessories.

EDUCATION

» **Bachelor Of Design: Visual Communication Design, Business & Marketing Pathway**

University of Alberta | Edmonton, AB
September, 2005 – April, 2009

CORE CAPABILITIES

- **STRATEGY:** Identifying key insights relevant to an organization, their goals and stakeholders. Distillation of target audience demographics, needs, trends and best practices, to define context for marketing/design decisions.
- **BRANDING:** From strategy to conceptual design and production, to brand management. The end result is a unique identity and communications materials to enhance a company's recognition and market position.
- **MARKETING + DESIGN:** Planning, developing, delivering integrated strategies to include use of advertising, print collateral, social media and digital marketing.
- **CREATIVE PROBLEM-SOLVING:** Using creative perspective and ideation to suggest solutions for business and design problems, amidst ambiguity and uncertainty.

- **PROJECT MANAGEMENT:** Demonstrated ability to plan and manage multiple priorities, projects, resources, while meeting budgets and deadlines. Able to quickly adapt and make decisions as new challenges arise.
- **TEAM LEADER + PLAYER:** Promoting collaborative working relationships, open communication and project accountability.
- **RELATIONSHIP DEVELOPMENT:** Listening to clients, building mutual trust, explaining processes and keeping open communication.
- **COMMUNICATION:** Strong, creative writer. Well versed with corporate writing including proposals, strategy documents and executive level oral presentations.
- **TECHNICAL TOOLKIT:** Proficient in Adobe Creative Suite CC; Microsoft Office Suite; Mac/PC Environments; Print Management/Pre-press; Photography; Wordpress.

VOLUNTEER ROLES

- Former *Education Chair* for the GDC's Alberta North Chapter

INTERESTS

Balance is something I strive for in my everyday life. In my free time, I try to be outside whenever possible, exploring Edmonton as both a social & cultural hub with friends and finding solace in its natural landscape. I have a passion for fitness and wellness, an adoration for modern architecture, and a growing interest in city-building and urban planning. Other personal interests include slalom skiing, boating and cooking.

REFERENCES

available upon request