

Carolyn Harman, RGD

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Profile

Carolyn Harman, RGD is an innovative bilingual thought leader in traditional and digital design, with confident, leading-edge experience – developing, managing and implementing high-end, professional and eye catching visual projects such as: motion graphic video development; campaigns using market research, detailed Google Analytics and Environics reporting to identify market gaps and opportunities; traditional and digital marketing strategies; brand management; video and animation production; national and international tradeshow design and business development; social media plan development; web design and content management; client and stakeholder advising forward-thinking and trending approaches; for various sized companies such as government agencies, non-profits, private and public organizations.

Designation

Registered Graphic Designer (RGD)

Education

Graphic Design

Algonquin College of Art and Technology
Ottawa

Work Experience

Graphic Designer & Communications Specialist

2017 - present

City of Ottawa, Marketing Communications
Ottawa, ON

- Researched marketing opportunities and design solutions which resulted in a partnership with the Military Family Resource Centre – where we created “A City with Heart” themed welcome package for newly posted military families from identifying a gap in our new residents marketing tactics (2020 City Manager’s Award Nominee)
- Managed the development, created of the name, designed the logo and inaugural exhibit design for Ottawa’s LRT Rideau Station gallery – the Corridor 45 | 75 which honours the unceded Algonquin Anishinabe territory Ottawa is built on
- Developed and produced Lifeguard Recruitment Campaign creative, video elements and voice overs while leveraging research mined from Environics, analytics and focus group data for a successful campaign (2020 City Manager’s Award Nominee)
- Redesigned the image for the City of Ottawa Recreation, Culture and Facility Services branch including marketing collateral which has gained attention from the City Manager’s office
- Planned, developed and produced Ottawa’s “Engage Ottawa” initiative videos in both French and English with closed captions, and recorded voice overs
- Lead acquiring accessibility guidelines, internal training and understanding usability of WCAG 2.0/2.1 for print and digital mediums

Marketing Communications Specialist

General Dynamics Mission Systems – Canada
Ottawa, ON

2016 - 2017

- Created marketing collateral using a data-driven approach to gain traction
- Art directed corporate videos while managing client relationship with the production agency
- Proposal template design and structured page layouts for large scale reporting
- International tradeshow design focused on the user experience through print materials, textures and interactive environments
- Gathered and reported complex metrics to use for marketing initiatives and educating executive leadership on the importance of leveraging analytic data
- Product, corporate and event photographer

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Professional Assets

- A deep understanding of accessibility needs for our community
- A passion for developing creative data-driven solutions using resources such as focus groups, interviews, surveys, Environics and analytics
- Strong and relatable training and presentation methods
- A comprehensive understanding and hands-on use of graphic design, digital, and UX design principals
- The proven ability to create flexible and sustainable design solutions for targeted demographics that include visual and language considerations for cultural inclusivity and our aging communities
- Coaching methodologies, engagement tactics and visualization techniques
- Enthusiasm towards sharing ideas and concepts
- Able to handle multiple tasks concurrently, prioritize and work under pressure to meet deadlines with confidence
- Maintains exceptional relationships with clients, stakeholders, vendors and suppliers
- Superior communication and problem-solving skills
- Reliable organizational skills and time management
- Project and docket management and coordination
- Highly skilled and flexible working independently or as a team

Arts Programming Administrator (Contract)

City of Ottawa, Audience and Partnership Development
Ottawa, ON

2015 - 2016

Managed and designed:

- Social media insight reporting and marketing analysis
- Developed and implemented organic social media strategies for the NCAC/NVAC and CT with proven results that include an overall 76% increase in Twitter and 30% increase in Facebook followers

Member of the City of Ottawa Analytics team:

- CLASS and Google Analytics reporting to help identify growth, patterns, gaps and marketing opportunities for Recreation and Culture
- RCFS representative in the Service Ottawa Google Analytics pilot project as a lead contributor

Developed innovative graphic design creative for Community Arts Programs (CAP), Community Art Galleries (CGC), and support to Meridian @ Centrepointe Theatres (MTAC) and Shenkman Arts Centre (SAC) such as:

- Designed a bilingual branding package for RCFS HR Training and Development Team
- Designed flexible custom graphics, and illustrations to enhance social media messaging while keeping brand integrity
- Designed and produced 36-page bilingual Galleries and Exhibition Guide for the Community Art Galleries
- Designed web optimized ads for local online publications using advanced knowledge of print and digital production processes
- Website updates and banner graphics for Live Culture and ICENet using the Drupal CMS

Creative writing and messaging for a variety of publications, ads and blogs such as:

- Captivating media releases for Meridian @ Centrepointe Theatres upcoming performances
- Engaging social media storytelling for MTAC, NCAC, NVAC and RCFS
- Lighthearted eNewsletter articles for Shenkman Arts Centre

Additional responsibilities:

- Video recording and editing
- Tradeshow attendance as a content expert

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Professional Development

- Adobe Accessible Documents
Eliquo
- WCAG 2.0 / 2.1 Training
David Berman
- French Advanced 2B
City of Ottawa
- Level 1 - Coaching
National Competitive Coaching Program
- RGD's In-House Design Conference 2019
- Accessibility for Ontarians with Disabilities Act Certification
City of Ottawa
- Leadership and Influence Skills Certification
- Inclusive Recreation Certification

Complementary Information

- Comfortable working in Mac and PC environments
- City of Ottawa deemed Advanced 2B French oral, writing and comprehension
- Current Reliability Status Clearance

Internet Marketing Manager

Capital Dodge
Ottawa, ON

2013 - 2015

Developed, designed, managed a digital environment that involved:

- Generating leads through journey-mapping consumers interactions
- Understanding our customer using persona exercises
- Creating a web design strategy with AB testing that helped the site maintain a 3.7% conversion rate with an average of 10,000 unique visitors per month
- Opening the first dealership run Shopify store that managed a 1% conversion rate within its first 6 months
- Assembling and analyzing sales forecasts and planning advertising strategies, setting goals then presenting findings to executive leadership
- Monitoring all digital channels, identifying gaps and making recommendations for improvements – using Google Analytics

Developed marketing and advertising initiatives by:

- Assembling and analyzing sales forecasts and planning advertising strategies, setting goals then presenting findings to executive leadership
- Monitored all advertising streams, identified gaps and made recommendations for improvements – primarily using Google Analytics as a resource
- Writing solid blog, social media and collateral content; sharing the brands story from a unique point of view
- Creating captivating eNewsletters and database management (understanding compliance with CASL and PIPEDA)
- Social Media strategy development and implementation; curated, developed and amplified newsworthy content while measuring traffic, conversion rates and engagement insights (Facebook, Twitter, YouTube)

Developed all graphic design creative including:

- Weekly salesperson and dealership marketing videos
- All digital signage
- Bi-weekly direct mailers with over 5000 distribution
- Capital Dodge Customs logo, kit folder and customer package
- Posters and infographics
- Creative directing all products executed by Edward Sterling Pierce (AOR)
- All in-house photography sessions for product and events

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Leadership / Volunteer Experience

- Mentor for the Association of Registered Graphic Designers
2019 - present
- Internship provider for the Association of Registered Graphic Designers for graduates during | the COVID-19 pandemic
2020
- National Competitive Coaching Program - Level 1 trained
2018
- Competitive U16 / U19 softball coach
2015-present
- Marketing Director / Executive Board Member
Stittsville Minor Softball Association
2017-present
- Communications Subcommittee Member for Return to Play Roadmap Project
Ottawa Sport Council
2020-present
- Communications Director
Inner Journey Canada
2009-2011
- Meditation Instructor
Willpower Institute
2009

Marketing & Communications Manager (Contract)

Canadian Printing Industries Sector Council
Ottawa, ON

2012 - 2013

- Graphic design and web support
- Managed social media streams; Facebook, Twitter, LinkedIn
- Developed and implement innovative marketing tools, collateral and execute marketing initiatives to achieve business objectives
- Developed communications plans and implement all activities
- Developed and managed a range of communications tools including: website, eNewsletters, events, media releases, advertising campaigns, articles, and social media channels
- Built awareness, mandate and programs/services to a variety of key audiences and stakeholders
- Identified and acted on opportunities to improve visibility
- Lead and organized a national campaign to market and promote the Council's Certification and Membership Programs

Design Principal

Freelance
Ottawa, ON

2011 - present

Representing corporate, government agencies, non-profits, charities and retail clients as their holistic virtual advertising agency, providing innovative design and turnkey solutions for strategy and creative execution.

Responsible for the following:

- Rebranding the [Gilbert Centre](#) – Simcoe County's largest 2SLGBTQ+ AIDS/HIV awareness organization with a design focus on cultural acceptance
- Developing the launch strategy, naming exercise, communications plan and branding creative for central Ontario's first inclusive sexual health clinic called "[Inclus^{HIV} Care Clinic](#)",
- Designed and marketed launch campaign, social media graphics and content writing, website banners and sliders, eNewsletter templates in Constant Contact, pop-up banners, advertising and photography for the launch of "Escape the Diefenbunker" (Diefenbunker: Canada's Cold War Museum)
- Designed, developed and produced a branding strategy for Arc Healthcare Solutions which involved a new logo, building signage, PowerPoint template, website (including lead generation tracking using Salesforce), marketing collateral, pop-up banners, digital tradeshow booth, corporate identity package, style guide and take-to-market comms strategy

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Technical Skills

- Environics and analytics reporting, metrics gathering, data-mining
- Superior knowledge of Adobe Creative Cloud programs in MAC or PC environments
- Comfortable working with web-editing software in HTML, CSS, and XML – and familiar with WordPress and other CMS environments
- Advanced Microsoft Office usage
- Currently learning Figma
- Designed, created layout and produced a nationally distributed Cyberbullying Executive Summary for the Senate of Canada
- Designed website concepts and populated content for Sphyrna Security and KWESST, using Wordpress
- Managed and creative directed video production, layout package and infographics for the CALU AGM Conference
- Working with each stakeholder as their creative thought leader, encouraging the use of design thinking applications to marketing initiatives
- Managing client dockets while having reliable archival methods and strong organizational practices
- Managing client and vendor budgets and estimates
- Web design, maintenance and development – using CMS environments such as WordPress, Joomla, Drupal, Weebly or standalone environments like Dreamweaver
- On and off-site photography of various events and company products

Senior Graphic Designer/Marketing Specialist

General Dynamics Canada
Ottawa, ON

2001 - 2012

Designed and produced internal and external graphic design projects including:

- Printed panels, marketing collateral, signage and interactive touch-screen environments for national and international tradeshow
- Designed and laid out large-scale documents like proposals and catalogues
- Created and designed computer-based training modules that included complex interactivity, custom graphics, illustrations and transitions
- Manufacturing and capabilities impact videos for tradeshow and marketing purposes
- Subject matter expert (SME) for design and marketing initiatives
- Facilitated brainstorming sessions and developed creative briefs that communicate concepts clearly
- In-house print shop assistant
- Corporate photographer and videographer

Junior Graphic Designer

Acart Communications
Ottawa, ON

2000-2001

- General junior graphic design tasks

References

Available upon request