

# Carolyn Harman, RGD

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## Profile

Carolyn Harman is an innovative and driven bilingual Registered Graphic Designer and Marketing Communications Manager with over 23 years of confident, leading-edge experience – developing, managing and implementing high-end, professional and eye catching visual projects such as: motion graphic video development; advertising campaigns using detailed Google Analytics and Environics reporting to identify market gaps and opportunities; creative print and online advertising campaigns, traditional and digital marketing strategies, brand management, video and animation design and production, national and international tradeshow design and business development; social media plan development; web design and content management; client and stakeholder advising for forward-thinking trending print and digital approaches; and proactive take-to-market marketing strategies – for various sized companies such as government agencies, non-profits, private and public organizations - all using applicable accessibility measures and executed using Microsoft Office and the Adobe Creative Cloud Suite of software.

## Designation

Registered Graphic Designer (RGD)

## Work Experience

### Graphic Designer & Communications Specialist

2017 - present

City of Ottawa, Marketing Communications  
Ottawa, ON

- Designed and illustrated a colouring book for targeted communities in Ottawa that promotes safe outdoor winter activities for new residents
- Developed and produced Lifeguard Recruitment Campaign creative, video elements and voice overs using Photoshop, Premiere and Illustrator, 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, hands-on-developed and produced Ottawa's "Engage Ottawa" initiative videos in both French and English with closed captions using Premiere, and recorded voice overs
- 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
- Developed an initiative that introduces our city recreation services to the Canadian Forces families posted to Ottawa every year (2020 City Manager's Award Nominee)
- Lead acquiring accessibility guidelines, internal training and understanding usability of WCAG 2.0/2.1 for print and digital mediums
- Designed the after school programming campaign to help increase registration revenue
- Video production, storyboarding and editing for RCFS branch
- Video production and editing for the City Manager's annual conference
- Designed web optimized ads for local online publications and social media
- Designed banners and imagery for ottawa.ca (Drupal)

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## Professional skills

- Deep understanding of accessibility needs for the City of Ottawa
- Strong and relatable training and presentation methods
- Balances current technology, design trends and best practices with successful marketing strategies
- Enthusiastic about 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

## Work Experience (Continued)

### Marketing Communications Specialist

2016 - 2017

General Dynamics Mission Systems – Canada  
Ottawa, ON

#### Art directed projects like:

- Marketing collateral using a data-driven approach to gain traction
- Creative directing corporate videos while managing client relationship with the production agency
- Proposal template design and structured page layouts for large scale reporting

#### Provided superior graphic design and marketing management support for:

- Web optimized ads for local national publications like Canadian Defence Review and Frontline Magazine
- Branding programs
- Tradeshows including: booth design, banner design, collateral, swag, production and event attendance
- Social media campaign builds using Hootsuite and Photoshop – while gathering complex metrics, applying the data to marketing initiatives and educating executive leadership on the importance of social media assets/channels
- Company newsletter template design, content collection, writing, designing + building interactivity in PowerPoint and email distribution
- Product, corporate and event photographer
- Press-release, content writing and proof-reading following CP Style
- Point-of-contact for print, media, suppliers and tradeshow vendors

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### Arts Programming Administrator (Contract)

2015 - 2016

City of Ottawa, Audience and Partnership Development  
Ottawa, ON

#### 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

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## Education

### Graphic Design

Algonquin College of Art  
and Technology  
Ottawa

1997-1999

## Work Experience (Continued)

### 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
- Was the 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 & Development Team using modern typographic treatments, and trending illustrative styles to speak to target audience
- Designed flexible custom graphics, and illustrations to enhance social media messaging while keeping print 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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## 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*
- Meditation Instructor  
*Willpower Institute 2009*
- 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*

## Work Experience (Continued)

### Internet Marketing Manager

2013 - 2015

Capital Dodge  
Ottawa, ON

#### Developed, designed, journey mapped and managed a trailblazing parallax website that involved:

- UX development, lead generation and customer tracking
- Designed a flat website architecture in Photoshop, a site architecture in Illustrator and then working directly with a developer to have it spliced and built into a CSS using WordPress
- Creating a 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 online Shopify store that managed a 1% conversion rate within its first 6 months - and this was achieved with solid content and performing in-house product photoshoots using advanced photography manipulation, editing and colour manipulation and using analytics to improve customer retention
- 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

#### Tracked marketing and advertising campaigns 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

#### Developed all graphic design creative including projects like:

- Weekly videos of each salesperson to market themselves, and their choice products
- Videos for social media around trends, holidays and sales
- Bi-weekly direct mailers with over 5000 distribution

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## Complementary Information

- Comfortable working in Mac and PC environments
- City of Ottawa deemed Advanced 2 A French speaking, writing and comprehension
- Event planning + exhibition execution
- Current Reliability Status Clearance

## Work Experience (Continued)

- Capital Dodge Customs logo, kit folder and customer package – designed using Illustrator and InDesign
- Posters and infographics for Parts, Service and Sales capturing different awareness campaigns
- Ads for local publications, 3rd party vendors and partners

### Developed all creative and marketing collateral including projects like:

- Branding Capital Dodge Customs – Parts Department, which included logo design, swag production, Ottawa's first online parts store, kit folder and customer package

### Art directed projects like:

- All website creative, sliders, pop-up campaigns, radio, television, online coupons and lead generating creative engagement tools working with agency Edward Sterling Pierce out of Toronto

### Delivered and tracked marketing and advertising initiatives by using tactics such as:

- Developing and designing innovative eye-catching creative using industry software
- 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) while making on-going improvements

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## Technical Skills

- Environics and analytics reporting, metrics gathering, data-mining
- Superior knowledge of Adobe Creative Cloud programs in an MAC or PC environment
- Comfortable working with web-editing software in HTML, CSS, and XML – and familiar with WordPress and other CMS environments
- Advanced Microsoft Office usage

## Work Experience (Continued)

### Senior Graphic Designer / Art Director Creative & Marketing Manager

2011 - present

Freelance  
Ottawa, ON

Representing corporate, government agency NPO's, charities and retail clients as their virtual marketing, web, social media, advertising and graphic design department, providing innovative design and turnkey solutions for strategy and creative execution.

#### Responsible for the following:

- Named, branded and visually developed the look and feel of Simcoe County's first inclusive HIV / AIDS care clinic named "InclusHIV"
- Designed, developed and produced a branding strategy for Arc Healthcare Solutions which involved a new logo, building signage, PowerPoint template, website, marketing collateral, pop-up banners, tradeshow booth, corporate identity package, style guide and take-to-market strategy – all of which required a high level of creativity and attention to detail
- Rebranded the Aids Committee of Simcoe County to the Gilbert Centre - Toronto and Area's largest AIDS and HIV awareness organization
- Website design included complete analytics tracking and reporting, connecting to Salesforce and tracking leads, encouraging high capacity lead generation, identifying market gaps and providing marketing solutions to close them
- 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)
- Designing and producing large-scale outdoor banners (series of 5) for the Nepean Creative Arts Centre and Bells Corners BIA with complimentary flags for the lamp posts along Robertson Road – using advanced Photoshop and Illustrator skills (City of Ottawa)
- Designed, created layout and produced a nationally distributed Cyberbullying Executive Summary for the Senate of Canada – icons and illustrations created in Illustrator, photos edited and manipulated in Photoshop and tumble layout completed in InDesign
- Designed website concepts and populated content for Sphyrna Security and KWESST, using Wordpress

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## Professional Development

- Adobe Accessible Documents  
*Eliquo*
- WCAG 2.0 / 2.1 Training  
*David Berman*
- French Advanced 2A  
*City of Ottawa*
- Project Management I  
*City of Ottawa*
- RGD's In-House Design Conference 2019  
*Ottawa*
- DIG Conference 2019  
*Ottawa*
- Accessibility for Ontarians with Disabilities Act Certification  
*City of Ottawa*
- Leadership and Influence Skills Certification  
*Learning Tree, Ottawa*
- Ilene Strizer Gourmet Typography  
*Toronto*
- Basic and Advanced Flash  
*Algonquin College of Art and Technology*
- Fast-track to Fireworks MX  
*CIMDI, Ottawa*
- Dreamweaver  
*Rockhurst University Continuing Education*
- DesignThinkers Master  
*Registered Graphic Design Association*

## Work Experience (Continued)

- Managed and creative directed video production, layout package and infographics for the CALU AGM Conference
- Working with each client's team members and executive leadership to provide take-to-market strategies for any design, advertising and marketing initiatives
- Managing client dockets while having reliable archival methods and strong organizational practices
- Managing client and vendor budgets and estimates
- Providing proposal support; including content layout and custom graphics
- Email newsletter design, tracking and implementation using online tools such as PacMail, Mail Chimp, Emma and Constant Contact
- Web design, maintenance and development – using CMS environments such as WordPress, Joomla, Drupal, Weebly or standalone environments like Dreamweaver
- Marketing photography for various events and company products
- Photographer – built image banks for each client based on their business

2011 - 2012

## Marketing & Communications Manager (Contract)

Canadian Printing Industries Sector Council  
*Ottawa, ON*

- 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 vehicles
- 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

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## Work Experience (Continued)

### Senior Graphic Designer/Marketing Communications Support Specialist

2001 - 2012

General Dynamics Canada  
Ottawa, ON

Designed and produced internal and external graphic design projects including:

- Printed panels, marketing collateral, signage and interactive touch-screen environments built in Flash and communicated through XML for national and international tradeshow
- Designed and laid out large-scale documents like proposals and catalogues
- Created and designed computer-based training modules in PowerPoint that included complex interactivity, custom graphics, illustrations and transitions
- Manufacturing and capabilities impact videos for tradeshow and marketing purposes
- Tradeshow interactive touchscreen environments, ensuring brand integrity, common-look-and-feel and messaging strategy
- All in-house photography sessions for product and events
- Advised executive leadership on print design, paper stock, multimedia development, creative messaging, product and brand marketing pieces; and tradeshow booth design
- Facilitated brainstorming sessions and developed creative briefs that communicate concepts clearly
- In-house print shop assistant
- Media buying/planning for print and online
- Corporate photographer with art direction expertise in conceptualizing photo shoots, videography, coordinating internal and external event photography, with advanced photo manipulation experience
- Designed, marketed and wrote web content, working closely with programmers and Flash developers; with a solid understanding of HTML and CSS coding and W3C Standards
- Video and audio editing

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### Junior Graphic Designer

Acart Communications  
Ottawa, ON

- Assisted in designing interactive media for government clients using Macromedia Director, Adobe Premiere and PowerPoint
- Conducted photo research
- Lead logo and ad design
- Assisted in local event design

2000 - 2001

## References

Available upon request