

Vanessa Burrows

LinkedIn | Fiverr | Ottawa, ON

PROFESSIONAL DESCRIPTION

I'm a graphic designer and marketing professional passionate about creating eye-catching visuals that connect with audiences. I craft social media graphics, email visuals, and more branding assets that are both stunning and strategic. With experience simultaneously managing multiple projects and collaborating across varying sizes of teams, I bring creative ideas to life while staying focused on results.

EDUCATION

Bachelor's Degree, Communications and Media Studies

Carleton University | 2017 – 2020

SKILLS & PROFICIENCIES

- Asana
- Canva
- Critical thinking
- Digital reporting & analysis
- Google Suite
- Instagram
- Meta Business Suite
- Microsoft tools
- Process optimization
- Presentation development
- Project coordination
- Stakeholder communication
- Task management & scheduling
- TikTok
- Risk management
- Problem-solving
- Time management

CERTIFICATIONS

Project Management Professional (PMP)

Project Management Institute | *In progress*

Leadership Styles and Models

LinkedIn Learning | *May 2024*

Coaching and Developing Employees

LinkedIn Learning | *Feb 2024*

Product Marketing for Technology Companies

CXL | *April 2021*

PROFESSIONAL EXPERIENCE

Independent Contractor

Self-Employed | *Dec 2024 – Present*

- Designing various digital and print assets for small businesses and adapting when necessary to ensure marketing best-practices are met
- Maintaining a 5-star Fiverr rating with positive feedback and tips for exceptional service
- Conducting my own marketing on Instagram and Facebook to promote my services

Digital Marketing Specialist

MHS (Multi-Health Systems) | *Oct 2023 – Oct 2024*

- Led end-to-end execution of email marketing campaigns, ensuring timely delivery and alignment with business goals.
- Managed workflows in Microsoft Excel and Planner, overseeing scheduling, approvals, and testing.
- Developed a streamlined email brief and campaign request process, improving efficiency and collaboration.
- Coordinated cross-functional teams, established timelines, and optimized digital initiatives.
- Analyzed campaign performance to refine strategies and enhance engagement.
- Executed optimized campaigns using Microsoft D365 and revamped newsletter templates for better engagement.

Email Marketing Specialist

Alludo (formerly Corel) | *Aug 2020 – Sept 2023*

- Managed multiple projects across B2C, B2B, and SaaS sectors, ensuring timely execution.
- Coordinated with design, content, and development teams to execute high-performing email campaigns.
- Optimized workflows within Asana, creating templates and tracking progress to enhance team efficiency.
- Led the transformation of email strategy and processes for MindManager, resulting in consistent YoY revenue growth.
- Facilitated stakeholder communication by providing detailed reports and presentations on campaign performance and insights.

Festival Assistant

Almonte Celtfest | *Mar 2020 – Sept 2021*

- Coordinated social and website content during busy season.
- Created digital campaigns in place of on-site promotions due to COVID-19 pandemic.
- Designed sponsor package, social media graphics, and more.