



# HAILEY DEMILLE

## GRAPHIC DESIGNER

### CONTACT

 (613) 331-3664

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 Portfolio: haileydemille.com

### SKILLS

Adobe CC

Photography

Video Editing

Social Media Marketing

### EDUCATION

#### Advanced Diploma, Graphic Design

**ST. LAWRENCE COLLEGE**  
**KINGSTON, ONTARIO**

*Graduated, June 2024*

Consistently maintained a 3.5 GPA and excelled with an average score of 85-100% in all my college courses. I've experience working with real-world clients such as the Directors of theatre in St. Lawrence College

#### Certificate, Media Arts Fundamentals

**ST. LAWRENCE COLLEGE**  
**KINGSTON, ONTARIO**

*Graduated, June 2022*

Consistently held a 3.0 GPA and acquired basic video editing skills, which included proficiency in the Adobe Creative Cloud Suite.

### PROFILE

I am an avid graphic design graduate with practical experience working with clients. My skill set combines strategic thinking and creativity, allowing me to seamlessly blend visual communication with in-depth research and understanding to create captivating messages for my clients' diverse audiences. I am particularly passionate about sports design and excited to channel my expertise and enthusiasm for this niche into the dynamic creative team.

### WORK EXPERIENCE

#### Sports Marketing Assistant

St. Lawrence College

2022 - 2024

- **Promotional Campaigns:** Assist in planning and executing marketing campaigns to promote games, matches, tournaments, and other sports events.
- **Content Creation:** Create or coordinate the creation of marketing content, such as graphics, videos, and written materials, to promote events and engage the target audience.
- **Collaborations:** Work with other marketing professionals, advertising agencies, and promotional partners to expand the reach of marketing campaigns.
- **Marketing Materials:** Coordinate the production of marketing materials, including brochures, posters, banners, and digital assets.
- **Photography Coverage:** Engage in dynamic photography during Varsity home games to capture compelling event content.

#### Social Media Intern

Kingston Frontenacs

2023 - 2024

- **Content Creation:** Create and curate engaging content, including text posts, images, videos, and graphics, to promote the team, its events, and athletes.
- **Live Coverage:** Provide live coverage of games, matches, or events by posting updates, scores, and highlights in real-time.
- **Fan Engagement:** Interact with fans and followers, respond to comments and messages, foster community, and build a loyal fan base.
- **Event Promotion:** Promote upcoming games, events, and initiatives to boost attendance and engagement.
- **Reporting to Supervisors:** Regularly update supervisors or managers on social media performance and seek guidance for improvement.
- **Graphic Design:** Design visually appealing and on-brand content.

#### Communications Officer

Kingston Panthers Rugby Club

2022 - 2022

- **Content Creation:** To keep fans and stakeholders informed, create compelling content for various platforms, including feature stories and social media posts.
- **Social Media Management:** Oversee the team's social media presence, post updates, engage with fans, and ensure a consistent and brand-appropriate tone and messaging.
- **Event Promotion:** Promote upcoming games, events, and initiatives through various communication channels to boost attendance and fan engagement.
- **Community Outreach:** Engage with the local community through outreach programs, charity events, and partnerships, fostering a positive public image for the team.
- **Graphic Design:** Design and create visually appealing content, and graphics.