

# Teresa Beere Johnson

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## Profile

Graphic and communications expert with project management experience. Over 30 years of experience in the design and communication industry, with proficiency in website development and management. Capable of managing several projects at one time with the ability to prioritize and manage deadlines efficiently.

## Experience

### Freelance Designer – 2009-current: [www.acreativeteam.com](http://www.acreativeteam.com)

Provide various freelance services for various clients such as, Underhill Geomatics, BC Centre for Palliative Care, Hospice Care Alliance of BC, Chris's Sign Service, etc.

### Graphic Designer, SilverStar Mountain Resort - 2022-current (Maternity Leave)

Involved in the design and production of marketing materials for the resort, including; signage, website design and content editing, design elements for email newsletters, social media graphics, menus, posters and all other items produced by the marketing department.

### Event Project Manager (Maternity Leave Coverage), Vancouver Regional Construction Association – 2018-2019 (May)

Planned and implemented marquis events for the VRCA with attendance ranging from 50 - 1600 attendees. In addition to the planning and execution of these events, created all design and promotional materials for them (print, online, social media). Managed all events within budget, as well as introduced efficiencies such as digital check in, creative sponsorship arrangements, etc.

### Web & Multimedia Designer, Vancouver Regional Construction Association – 2016-2019

Responsible for the VRCA's online presence, including the redevelopment of their website as well as social media channels; Twitter, Facebook, Instagram and Linked In. Increased VRCA's total social media following by 75% from 2017 to 2018. Also responsible for design of all print and multimedia collateral.

### Blackboard & Multimedia Specialist (Contract), The Justice Institute – 2015-2017

Collaborate with instructional designers, subject matter experts, program coordinators and student support staff to design web and educational technology course components to ensure functional, engaging, and innovative learning environments using tools such as Articulate Storyline, and online LMS systems.

### Web Specialist, BC Biomedical Laboratories – 2007-2013

Managed various web content projects for both the corporate intranet and external website from concept to completion using Microsoft Sharepoint and Joomla. Established design standards for the web environment based on corporate graphic standards. Researched and recommended web technologies to assist in streamlining business processes. Lead the introduction of multimedia into the organization for training purposes, including the creation of online training material using various tools such as Adobe Premiere Pro and e-learning applications such as Adobe Captivate.

### Graphics Specialist, Dominion Directory (Yellow Pages) – 1995-2005

Yellow Pages - formerly Dominion Information Services, & Dominion Directory Inc. Held several roles within this organization, mainly involving graphic design, training and designer support on a national level

### Technical Proficiency

- Adobe Creative Suite CC (Acrobat Professional, InDesign, Illustrator, Photoshop, InCopy, Premiere, Lightroom, Dreamweaver, Premier Pro, Captivate, Spark)
- Microsoft Office Suite (Word, Excel, Powerpoint, Access, Project, Outlook)
- Microsoft Sharepoint & Sharepoint Designer
- Articulate Storyline 2
- Open Source CMS Tools: DotNetNuke, Joomla, Drupal, Wordpress
- Social Media Tools: Hootsuite, Buffer
- Google Adwords, Google Analytics, Google Webmaster Tools, Google My Business
- E Commerce: Shopify, Woo Commerce
- Project Management Tools: Basecamp, Asana, Trello, Monday, Sharepoint

### Education

1988	Graduated from DW Poppy Secondary School
1991	UCFV Graphic Design & Communication Diploma
1998	BCIT Web Fundamentals
2004	MacStation Mac OSX Help Desk Training
2009	UBC Overview of Web Programming
2011	Sharepoint Solutions Overview of Sharepoint 2010
2012	Sharepoint Experience Sharepoint 2010 UI/UX Experience
2017	Hootsuite Academy - Social Marketing Certification
2018	Jelly Marketing Academy

### References

Available upon request