



JULIE RIMANDO

Art Director | Graphic Designer

Contact

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 JULIERIMANDO.COM

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Skills

Graphic Design
Content Creation
InDesign
Photoshop
Illustrator
After Effects
Premiere Pro
Figma
XD
Account Management
Cooperative Team Player
Organized
Diligent
Reliable
Efficient

Education

- Humber College | 2021–Present** *Toronto, ON*
Advertising & Graphic Design Diploma
- Designed visually compelling marketing materials using industry-standard design software and techniques
- Digital Marketing Institute | 2019–2020** *Online Distance Learning*
Digital Marketing Certificate
- Obtained comprehensive knowledge in leveraging digital channels to develop and execute successful marketing campaigns
- Toronto Metropolitan University | 2010–2015** *Toronto, ON*
Bachelor of Science in Collaborative Nursing Degree
- Acquired a solid foundation in patient care, community health, and interdisciplinary collaboration, effectively addressed healthcare challenges, and provided compassionate support to individuals and communities

Relevant Experience

- Indigo Books and Music | 2021–Present** *Mississauga, ON*
Customer Experience Representative
- Awarded by the store leadership team for obtaining a monthly 3% uplift on PlumPlus Membership acquisitions
 - Recognized for high customer satisfaction by engaging and curating recommendations for inquiring customers
 - Managed to answer multiple inquiries a day while also multitasking on projects such as inventory counts, product returns, and receiving and processing incoming store merchandise
 - Apply merchandising standards to create a visually appealing, stimulating store, resulting in increased sales
- SaleSpiderMedia/WebHealth Network Media | 2020–2022** *Toronto, ON*
Digital Marketing Associate & Account Manager
- Created compelling messaging to propose offerings. Initiated through email marketing campaigns consisting of 3–5 email stages to mid to large companies resulting in a 5% reply rate
 - Built successful plans to generate and close new business deals resulting in the company gaining \$50,000 in sales revenue
 - Implemented strategic digital marketing tactics to run successful data-driven digital display campaigns and ensured successful campaigns resulting in attained KPIs such as 900,000+ Impressions
- McDonald's Corporation | 2009–2020** *Mississauga, ON*
People Manager & Market Hospitality Manager
- Crafted visually captivating poster designs to spotlight new programs and procedural updates, fostering heightened awareness and engagement.
 - Hired staff to meet labour goals and meet yearly targets reaching peak periods to maintain optimal restaurant function.
 - Facilitated effective communication of guest feedback and satisfaction scores within restaurant teams, fostering continuous improvement opportunities.

