CHANTELLE WILSON, AAS

MARKETING SPECIALIST | **GRAPHIC DESIGNER**

EXPERIENCE

DINGOLAY DESIGN GROUP
MARKETING & CREATIVE DIRECTOR | 2015 - PRESENT
Managed a full suite of marketing & advertising services: Graphic Design, Photography, Analytics, Brand Strategy, Experiential, Media, Social and Event Management

PUBLICIS CARIBBEAN
GRAPHIC DESIGNER | 2018 - 2019
Designed static and animated social media posts for a wide range of local and regional brands.

MULTICINEMAS TRINIDAD LIMITED (MOVIETOWNE PORT OF SPAIN)
MARKETING MANAGER | 2015 - 2016
Lead creative sessions for project kick-offs, manage multiple projects from concept through completion. Developed creative programs and design concepts that met the business objectives of the organisation and advanced brand strategy.

MONSTER MEDIA GROUP
ACCOUNT SPECIALIST | 2014 - 2015
Management of all aspects of marketing campaigns including POP print, press, radio, television, OOH, socialmedia and events for over 30 clients, with graphic design support.

STUDIOWORKS LIMITED
STUDIO MANAGER | 2013 - 2014
Management of all aspects of the office, overseeing customer service, graphic design, print production for small and large format jobs, as well as studio and event photography for various private and corporate clients.

CMB CREATIVE ADVERTISING LIMITED
GRAPHIC DESIGNER | 2013
Facilitated campaigns from concept to print/production including Press, POP, OOH as well as Radio and TV.

SOFTWARE

- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN
- FINAL CUT PRO
- MICROSOFT OFFICE
- SOCIAL MEDIA CMS

SKILLS

Social Media Marketing | Marketing Communication & Strategy
Advertising Campaigns | Brand Management | Creative Briefs
Event Planning & Coordination | New Account Development
Storyboarding | Web Development

OBJECTIVE

I love a creative challenge. I constantly look for innovative ideas which I apply to marketing, design, and client services. I'm comfortable balancing tight deadlines and multifaceted tasks. As a creative director/designer, I embrace what's different and what's tested, and fine-tune it into a creative that drives sales and elevates brand status. As a marketing manager I insist upon the highest level of customer service, utlizing organization and ensuring each team member is working together toward the same goals.

CONTACT

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DINGOLAYDESIGN.COM/PORTFOLIO

FIND ME ON

HOBBIES

Photography, videography, drawing, painting, singing, dancing, hiking, snorkelling, travelling

EXPERIENCE

TOUTE BAGAI PUBLISHING / MACO MAGAZINES
INTERNATIONAL ACCOUNT EXECUTIVE | 2010 -2011
Prospected new customers locally, regionally, and internationally. Closed sales for multiple regional and international publications as well as online media.

INGLEFIELD OGILVY & MATHER CARIBBEAN LIMITED
ACCOUNT COORDINATOR | 2008 -2009
Developed new and existing brands. Coordinated print, media and event projects for Coca-Cola Co. and their affiliated range of brands locally and regionally.

CREATIVE DIRECTIONS LIMITED (LONSDALE SAATCHI & SAATCHI)
JUNIOR GRAPHIC DESIGNER | 2007 - 2008
Actively participated in the implementation and design of various Newspaper, Magazine, Point of Purchase and OOH Advertising for PepsiCo and their affiliated brands regionally.

BLUE HUMMINGBIRD PRODUCTIONS
SALES EXECUTIVE | 2005 - 2007
Introduced new publications to the local territories of Trinidad and Tobago as well as St. Kitts and Nevis, surpassed regional and international sales targets. Recognised for territory startup/expansion and new account development.

FEDERAL EXPRESS AGENT ISLANDS OFFICE
OPS COORDINATOR & MANAGERIAL ASSISTANT | 2003-2005
Responsible for all administrative and secretarial duties to the Senior Agent Islands Manager and controlled all office accounting procedures. Trained staff in Dominica on office procedures and introduced new improved methods of customer service.

EDUCATION

COSTAATT (COLLEGE OF SCIENCE, TECHNOLOGY AND ARTS OF TRINIDAD AND TOBAGO) 2012 - 2020
Bachelor of Applied Science in Graphic Design

ST. JOSEPH'S CONVENT, PORT OF SPAIN 1994 - 2000
6 passes at CXC O'Levels; Art (Distinction), Biology, Principles of Business, Mathematics, English, English Literature

REFERENCES

MR. JASON JULIEN — Deputy CEO, First Citizen's Bank
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MR. SCOTT JOHNSTONE — VP, Creative Services, Publicis Caribbean
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