

STRENGTHS

- hard working, honest and dedicated
- an art director with exceptional design and interpersonal skills
- adaptable with a keen desire to communicate effectively

EDUCATION

Bachelor Of Applied Arts, Creative Advertising
Humber College, Etobicoke, Ontario

SOFTWARE KNOWLEDGE

Microsoft Office (Pages)
Microsoft Excel (Numbers)
Microsoft PowerPoint (Key notes)
Adobe Acrobat Professional
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Nikon D60 and software
QuickBooks

EXPERIENCE

December 2009–August 2010
INTERN & DESIGNER
Surge Communications Inc., London

Working with clients such as Maple Leaf Foods, Merial, Western Fair, Mufflerman, Procter & Gamble, Richard Ivey School of Business and Roxul. Constructing campaigns and design in every step from concept to print and production.

September 2008–December 2009
BANNER DESIGNER
Humber Student Federation

Working alongside HSF staff to design and create hand-crafted communications posters promoting upcoming events around campus. Creating new idea's and awareness of the Humber Student Federation.

Winter of 2008–2009
ART DIRECTOR & ACCOUNT MANAGER
The Second City, Toronto

The Humber College Ad Centre held a competition challenging students to create a campaign encouraging young adults to attend The Second City, Toronto.

Working alongside two classmates, I pitched a fully integrated campaign, from conception to media buy options and landed the first place prize. Our team had the chance to see our campaign produced.

SHARLET VAN KRUISTUM

51 SNIDER CRESCENT
EXETER, ONTARIO NOM 1S6
647.884.1931
sharletvk@gmail.com
sharletchristina.com

While at Surge, I was awarded a Virtuoso Award by the IABC for the submission of the "Marketing Strategy Behind The Second City Integrated Campaign."



2008-2009
ART DIRECTOR & ACCOUNT MANAGER
Ontario Agricultural College, Guelph

The Humber College Ad Centre held a competition to create a new branding solution, and promotional campaign, to interest high school graduates in the OAC.

Working alongside two classmates, I successfully pitched a new branding solution and an integrated promotional campaign. We won the pitch and the OAC chose to use our campaign.

2006-2010
CREATIVE ADVERTISING DEGREE

Courses like The Principles of Marketing, Statistics: Interpreting Data for Advertising, Design Technology, Research Methods and Promotion have equip me with a great understanding of marketing and communications.

Through my degree at Humber College I have become skilled in Art Direction, Account Management, Graphic Design, and more.

PREVIOUS EXPERIENCE

Store Manager
The Shipping Store

Store key holder, responsible for nightly deposits, daily sales agenda's, inventory, store design, QuickBooks invoicing, interpersonal and management skills.

Summer Season 2008/09
Camp Coordinator
Emmanuel Baptist Day Camp

Worked diligently at coordinating camp of up to 300 campers. Including booking camp afternoon events, camper registration, counsellor recruitment & management, planning and presenting opening and closing program and ordering all camp supplies.

Winter Season 2006/07
Customer Service Representative
Group Dynamite & Winners

Managed Customer Service department, managing customer returns and other transactions with a strong focus on customer satisfaction.

Summer Season 2006/07
Restaurant Server
Eddington's Fine Dining & Huron Family Restaurant

Work to ensure absolute customer satisfaction, by serving four course dinners with elegance and enjoyment for the customers.

SHARLET VAN KRUISTUM

51 SNIDER CRESCENT
EXETER, ONTARIO NOM 1S6
647.884.1931
sharletvk@gmail.com
sharletchristina.com