



## ABOUT

**Marketing Coordinator and Graphic Designer** specialized in creating multi-channel campaigns and producing both print and digital materials. Passionate about the outdoors, I strive to combine creativity and innovation to enhance brand impact in adventure and nature-driven environments.



## CONTACT

### Address :

2201 Aylwin St  
H1W 3C4 Montreal

### Phone :

438-969-0451

### Email :

flaviend0@gmail.com

### Portfolio :

[www.kube-creation.ca](http://www.kube-creation.ca)



## SKILLS

### Strategic Skills

- Involved in multi-channel marketing strategies (SEO, SEA, social media)
- Market analysis and competitive intelligence.

### Creative Skills

- Creating and managing visual identities using Adobe Creative Suite
- Designing multi-platform content: print, digital, events, with expertise in pre-press preparation
- UX/UI optimization on e-commerce platforms.



## PROFESSIONAL EXPERIENCE

### La Cordée

2022 - 2024

#### Marketing & Design Coordinator

- Created 360° campaigns: internal and external displays, sponsored campaigns, web banners, social media, and newsletters.
- Developed marketing strategies and conducted competitive analysis.
- Promoted and managed logistics for sports events.

### Cycles Gervais Rioux

2019 - 2022

#### Assistant Manager

- Website management and design, including product listing updates.
- Planned and managed advertising campaigns on Meta and Google.
- Created social media content.
- Sales, customer service, and inventory management.

### GTB (Ford Canada)

2019 - 2019

#### Graphic Designer

- Designed print and digital marketing tools for Ford.
- Adapted English-language ad campaigns to the Quebec and French-speaking markets.

### Freelance

#### Graphic Designer

- Created print and digital visual materials for various clients (Begin Marketing, Presentation Matters, QcABA, Cimaize).
- Layout and preparation of files for print and production.



## EDUCATION

### Aries 3D, Grenoble

2011

#### Graphic Design and Web Design Training

Web and multimedia interface design training, combining skills in graphic design, UX/UI, and proficiency with professional software.

### SEPR, Lyon

2007 - 2009

#### Professional Baccalaureate in Visual Communication

Specialized training in the design and production of visual communication projects, including graphic design, illustration, multimedia, and digital tools.

### CFA, Nantes

2005 - 2007

#### Certificate in Graphic Communication and Drafting

Focused on creating visual supports with mastery of drawing, layout, typography, and digital tools for graphic communication.



## LANGUAGES

- French
- English (intermediate)



## INTERESTS

- Mountain, road, gravel, and track biking
- Alpine skiing, ski touring, and cross-country skiing.