

Helga

Design & Marketing

About

Creative designer with a decade of experience translating strategy into high-quality campaigns and brand assets.

Skilled at coordinating cross-functional teams, managing timelines, and ensuring creative projects are delivered on schedule.

Core Skills



- Web + Print Solutions
- Branding Development
- Marketing & Brand Design
- Social Media Campaigns
- Timeline & Deadline Coordination
- Vendor Collaboration & Outsourcing
- Creative Art Direction & Leadership

Tech Stack

Adobe Illustrator // Photoshop // InDesign
WordPress • Figma • Canva • AI Engines
CRM // Email Marketing // Analytics Platforms
GitHub • Slack • Asana • G Suite • Microsoft 365

Education

2012 - 2015 Graphic Design Advanced Diploma
George Brown College

Recent Experience

Bundle. Design Solutions

Design & Brand Coordinator
2023 – current

- Managing execution of multi-channel ad and design campaigns across print and digital platforms
- Coordinating timelines between marketing teams, vendors, and creative collaborators
- Overseeing production of campaign deliverables including editorial layouts, marketing collateral, and digital assets
- Ensuring projects remained on schedule while maintaining brand and quality standards

Lamb Development Corp.

Design Lead / Project Support
2018 - 2023

- Led creative project management for national marketing initiatives across multiple property developments
- Coordinated cross-functional teams including marketing departments, agencies, and print vendors
- Managed timelines, budgets, and production workflows for large marketing launches
- Oversaw production of marketing assets including signage, brochures, advertising, and digital materials

Notable Collabs

Tim Hortons • Kruger • Shoppers Drug Mart • BDO • McKesson
Scotiabank • Trillium Realty • MD Financial • Vitafusion • IIROC

Portfolio

roma-studio.ca

Contact

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