



MAIRI MORASSUT

mormairi.com | 705-255-4297 | mairi.morassut@gmail.com

SKILLS

- 8 years as a **Graphic Designer**
- 6 years years **Social Media Marketing** experience
- **Adobe Creative Cloud** skills enhanced over 7 years of technical training and experiences
- 6 years in **Microsoft Office**
- **Processing** coding software & **HTML & CSS** experience in 2 years of coding courses
- **Firm customer service** skills refined in the arts and culture sector
- **Strong work ethic** developed in all experiences
- **Reliability** demonstrated through obtaining greater responsibilities
- **Communication** skills developed through communicating with team members & executives
- Engaging **Story Telling** refined through podcasting and short form content creation
- **Organization and Coordination** defined working on the Stories of Northern Life Podcast
- **Branding** shown through work with all identities

EDUCATION

UNIVERSITY OF WATERLOO

Sept 2017 - June 2021

Bachelor of Global Business and Digital Arts

- Deans Honours (above 85% average all 4 years)

UNIVERSITY OF LEEDS SCHOOL OF DESIGN

Sept 2019 - Dec 2019

- Study Abroad Term in the UK

EXPERIENCE

DESIGN AND ENGAGEMENT LEAD

Sault Ste Marie Museum | June 2020 - Present

- Produced content for Instagram, Facebook, TikTok, and Youtube while creating a visual brand to build user engagement and seek the attention of the museum's past and potential visitors
- Created engaging and interactive social series, and promotional segments to drive user interaction with programming and events
- Collaborated with coworkers across departments, to inform our audiences on all activities under the Museum's roof as well as to produce differentiated content
- Designed interactive elements and signage to enhance visitors of all ages user experience while touring the museum
- Branded and re-branded permanent and temporary exhibits supporting artifacts and contextual information, insuring elements are accessible as well as modern and compelling
- Built and managed an online e-commerce store to allow our products reach our audiences during Covid-19 lockdowns
- Made a Colouring book for all ages, providing historical information along side hand drawn drawings of historic buildings, as a Sault Museum branded item to sell and promote local history
- Launched a podcast with weekly episode produced through researching topics, writing, recording, editing, producing and publishing using Spotify for Podcasters to share the museum's collections history in an auditory platform and reach new audiences
- Coordinate Interviews and host oral history collection sessions with people who influenced Sault Ste. Marie, to document and preserve their stories and share on The Stories of Northern Life podcast

GRAPHIC DESIGNER

Waterloo Undergraduate Student Association

Jun- Aug 2019 & Sep 2020 - June 2021

- Re-branded the University of Waterloo's student union by designing a new logo and assets to give the union a new look, create better dialogue with students and attract students' attention
- Further developed technical skills in Adobe Creative Cloud focusing on Illustrator
- Collaborated with a small graphics and marketing team through meetings and joined efforts, while reporting to the full time staff and executive team to ensure satisfaction
- Created content for social media campaigns for the student union as well as their affiliate student services to promote general awareness of service offered to undergraduate students

HEAD OF SOCIAL MEDIA

UW Dance Company | April 2019 - April 2019

- Branded the Dance Company by designing a new logo, and brand materials to provide a recognizable visual identity
- Created content for social media platforms and accompanying print material to drive user engagement for events and fundraising