

PHIL RODGERS

GRAPHIC DESIGNER | MARKETING PROFESSIONAL

SKILLS

GRAPHIC DESIGN & PHOTOGRAPHY

ADOBE CREATIVE SUITE

- PHOTOSHOP
- INDESIGN
- ILLUSTRATOR
- LIGHTROOM
- XD

SKETCH & FIGMA

WEB DEVELOPMENT

- HTML5 & CSS3
- WORDPRESS
- SUBLIME TEXT,
DREAMWEAVER, BRACKETS

MS OFFICE, POWERPOINT,
MS ACCESS

EDUCATION

HUMBER COLLEGE

GRAPHIC DESIGN
FOR PRINT & WEB

HACKER YOU

FUNDAMENTALS OF
WEB DEVELOPMENT

CENTENNIAL COLLEGE

GENERAL ARTS & SCIENCE

CONTACT

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www.philrodgers.ca

EXPERIENCE

LIFEWORKS - TORONTO, ON (REMOTE) SENIOR GRAPHIC DESIGNER

2021 - Present

Expert in branding. Marketing collateral designer for both digital & print. Illustrator. Making complex information visually appealing and consumable.

MORNEAU SHEPELL - TORONTO, ON GRAPHIC DESIGNER

2018 - 2021

Creation of marketing & communications materials for both internal and client requests. Responsible for internal communication design: Presentation, promotional and event material. Design and produce end-user collateral for our global client list.

FREELANCE - TORONTO, ON GRAPHIC & WEB DESIGNER

2017 - Present

REED RECRUITMENT - LONDON, UK RECRUITMENT & COMPLIANCE TEAM LEAD

2015-2016

PROPELLER COMMUNICATIONS - LONDON, UK ACCOUNT MANAGER (TEMP CONTRACT)

2015

CANADIAN TIRE CORPORATION - TORONTO, ON CONSULTANT, SALES & PROGRAM DEVELOPMENT

2011-2015

End-to-end accountability for a micro-seasonal sales program that generated \$60 million annually in shipments (retail value shipped). 10% YOY growth in shipments and store participation, exceeding annual targets. Additionally, I was responsible for the implantation all in-store marketing & POP components for a network of over 500 stores nationally. Gaining approval from key stakeholders and providing feedback to Strategic Marketing and Graphic Designers.

CANADIAN TIRE CORPORATION - TORONTO, ON ORDERING ANALYST

2010-2011

Providing in-depth product ordering analysis reports to project store owners (re-merchandised, expansion, and new build projects) Primary contact for store owners and field merchandisers on site. Offering troubleshooting and guidance for product assortment.