

## LINDA J THOMSEN

Highly creative and multi-talented graphic designer with extensive experience in multimedia, marketing and print design. Exceptional collaborative and interpersonal skills; dynamic team player. Highly skilled in client and vendor relations and negotiations; talented at building and maintaining “win-win” partnerships. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.



## QUALIFICATIONS

### GRAPHIC, MULTIMEDIA DESIGN

- Designed/produced/archived print, web and video files
- Collaborated with printers, writers, designers, photographers, art directors, sales reps, clients and employers
- Composed, proposed and implemented competitive quotes
- Searched and recruited international sales reps for company
- Hired, trained and supported graphic design team
- Accurately assessed client timing and vendor scheduling
- Formatted and prepared for print multi Province store flyers
- Proofed and edited digital file structure and brand accuracy
- Cultivated and maintained 5000+ e-newsletter subscription
- Developed and presented Entrepreneur Business Plan to Community Review Panel with Douglas College

### DIRECT SALES & MARKETING

- 10+ years of direct sales in the financial industry
- Designed/set-up kiosks in malls/trade shows
- Accurately assessed clients interest/needs
- Composed, proposed and implemented quotes
- Developed own lead source and referrals
- Hand delivered brochures in target market areas
- Disciplined cold caller with lead follow-up
- Exceptional presentation and negotiation skills
- Award winning sales; high sales retention
- Recruited/trained award winning sales team
- Developed/maintained customer database
- Managed accounting, bookkeeping records and receipts

### RETAIL SALES ASSOCIATE

- Experienced money handling at rushed cash counter
- Brand advertising and promotional awareness
- Store opening and closing with balanced float
- Stocking shelves and inventory assistance
- Dependable, punctual and flexible with scheduling

## COMPUTER

*Software skills include but not limited to;*

- Proficient with Mac & PC
- Adobe Creative Suite
- Microsoft • iLife
- Content Management Systems
- Smart Phone Apps

## EDUCATION

*Continued learning in-class/on-line*

- Entrepreneur and New Venture Development  
Douglas College Course
- UBC Intense Multimedia Certificate
- Burnaby College Graphic Design Diploma
- PDA Victoria Graphic Media Design Diploma
- UBC Workshop Children's Book Certificate
- KW Publishing Newspaper Design
- Victoria College of Fine Art

## PRO BONO

*Community and Non-Profit volunteer*

- New West Artists • Canpages Social Committee
- Vancouver Orphaned Kitten Rescue Association
- Vancouver Firefighters • Literacy Now Cowichan

## TESTIMONIALS

<https://www.linkedin.com/in/lindajthomsen/>

- Excellent print & multimedia skills
- Unique & creative • Positive can-do attitude
- Interesting & compelling campaigns
- High energy • Experienced event collaborator
- Meld art with function • Efficient hard worker
- Proactive team player • Exceeds expectations
- Quality work • Achieve customer satisfaction
- Met hard deadlines • Fun to work with