

Laurel Cleall

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76 Royal Oak Terrace NW, Calgary AB T3G 6A8

Work Experience:

November 2010 - Present: Graphic Designer, Guest-tek, Calgary AB

Responsible for the creation of all printed and electronic sales materials and maintaining those documents on Microsoft Sharepoint. Provide graphic support, layout assistance, and quality assurance of brand and identity for internal and external communications, client presentations and proposals. Lead the video-on-demand graphic user interface development process from design to deployment.

- Redesigned the logo and lead rebranding efforts throughout the company.
- Built out and launched the new corporate website in 2011.

November 2008 - November 2010: Contract Administrative Assistant, Guest-tek, Calgary AB

Responsible for adding, deleting and updating content in the central online library for all of Guest-tek's video-on-demand properties. Create and distribute monthly reports for finance, the executive team, and clients regarding asset purchases and royalty details for each property. Modify artwork from studios to be compatible with Guest-tek's video-on-demand system. Layout and electronically publish monthly content newsletter for sales and existing clients.

- Centralized and streamlined aggregate reporting processes.
- Reformatted reports to be suitable for client facing needs.

September 2007 - November 2008: EMEA Sales Coordinator, Guest-tek, Calgary AB

Provide assistance to the Regional Sales Manager and Sales Engineer for the Europe, Middle East and Asian regions by creating and formatting contracts, quotes and proposals. Schedule meetings between clients and the sales team. Coordinate and track the contract through the sales process with multiple departments from creation of quote to hand off to the contract administrator for all net-new sales and contract renewals for the region.

- Maintained consistent quick turn around time on contracts with minimal amount of non-technical revisions.

January 2007 - September 2007: Contract Administrator, Guest-tek, Calgary AB

Process all net-new and renewal contracts, enter necessary information into SugarCRM software, and complete order entry of initial bill of materials for the purchasing group in Irvine, CA. Monitor the status of the contract until initial payment is received and the contract is assigned to a project manager for installation.

- Contributed to the redesign of the internal sales process, which is still in use today.

November 2006 - January 2007: Receptionist, Guest-tek, Calgary AB

Manage a 100+ line switchboard, order office supplies for an office of 120 employees and process and handle all incoming mail and outgoing shipments with FedEx. Organize the scheduling for three boardrooms, maintain the company phone directory and document and update the layout of the office for human resources and operations.

- Created a manual of all of the tasks, duties and software login and password information.

Education:

Certificate of Graphic Design: Expected 2013, Alberta College of Art and Design, Calgary, AB
Focus on design, typography, drawing and Creative Suite

Bachelor of Fine Arts Contemporary Dance: 2009, Concordia University, Montreal, QC
Focus on creative process and composition

Online Portfolio Available
www.lightbox-design.ca/portfolio