



# COURTNEY RIDDELL

Digital Marketer and Designer | Toronto, ON

## SUMMARY

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- Master of Design (2yrs) specializing in Interaction Design.
- Designer and Marketing Strategist with She's A Crowd, designing marketing materials, artifacts, a PR Kit, and delivered weekly performance analytics presentations, helping to secure further funding from the government.
- Over 5 years' experience working with online products, websites, SEO and analytics; providing design and digital marketing consultation for small and large businesses.
- Managed over 80 clients in a CSM portfolio, providing effective verbal and written communication, timely delivery of services, and expectation management.
- Experienced using multiple design tools including: Adobe Creative Cloud Apps, Figma, Protopie, User Crowd, Omni Plan and Miro.

## CONTACT

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## EDUCATION

### Master of Design

Monash University, 2021  
Melbourne, Australia

### Bachelor of Commerce

Ryerson University, 2016  
Toronto, Canada

## EXPERIENCE

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### Freelance Designer

Toronto, ON

September 2021 – Present

This role involves managing website design projects, leading the UX design, creating site architecture, wireframes, and design strategies for clients at Web Eight Studio. Creating branding systems, labels, digital marketing assets and online presence management.

### Designer and Marketing Strategist

She's A Crowd (SAC). Melbourne, AU

December 2020 – July 2021

I was offered a role on the Campaigns and Marketing team after completing a design project that SAC had supplied to the program. I designed marketing material including Gifs, posters, stickers, a media kit and campaign reports; while consulting on their UX and product design. I contributed to the product design research and presented campaign analytics to government organizations we worked with.

### Customer Success Manager

Leonardo Worldwide. Toronto, ON

April 2016 – June 2019

Leading client onboarding, and website project management, including assessing their online presence and guiding digital marketing strategies. This role involved:

- Website design and launch
- Ongoing updates and performance analytics
- SEO and SEM
- Social Media
- Webinar creation

### InfoToGo Tourism Counsellor

City of Toronto. Toronto, ON

May 2013 – October 2014

Travelled around the city to markets and festivals promoting Toronto's events, festivals, and attractions to tourists and residents. Actively participated with the counselling team to stay informed, communicate regularly and maintain accuracy in the information we provided.