




# DANIELLE FRASER

Designer . Strategist . Marketer

 daniellefraser.com  
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 daniellemfraser

## EDUCATION

Toronto, ON  
Sep 2016 – Aug 2017



### Ryerson University | Master of Digital Media

- Specialization in web and digital design
- Relevant courses: UI/UX design, HTML/CSS programming, interactive design
- Web designer for the Ryerson Graduate website (Adobe CS5)

Oxford, England  
August 2015



### Oxford University

- One-month intensive study program tracing the emergence of common law in England to present opinions on the causes and validity of Canadian practices

Hamilton, ON  
Sep 2012 – Apr 2016



### McMaster University

- Honours Bachelor of Arts in Political Science
- Designated Honours Student

## EXPERIENCE

Toronto, ON  
Jan 2018 – Present



### Digital Creative Consultant | RBC Wealth Management

- Provide a one-stop service from consulting on creative marketing collateral to assignment intake to creative execution and collaboration with other marketing members for RBC Wealth Management Canada
- Assist in the project management of head office quarterly publications including writing creative briefs, being the liaison between creative production, managing translation services, and gathering required approvals

Toronto, ON  
May 2017 – Dec 2017



### Digital and Graphic Designer | Royal Bank of Canada

- Worked on the internal marketing communications team to promote key messages, events and activate content through creative design services
- Act as the subject matter expert in exploring creative concepts and introducing new creative paths while being consistent with the RBC brand

Toronto, ON  
Jan 2017 – May 2017



### Web and Graphic Designer | Splash Effect Marketing

- Worked under the guidance of the Creative Director with a diverse set of clients to develop and execute marketing and advertising campaigns
- Worked alongside the Marketing Manager to analyze campaign metrics each week and work to improve digital design strategies directly with clients

Brampton, ON  
Summer 2015 & 2016



### Marketing Coordinator | Savaria Corporation

- Worked alongside the Marketing Manager to develop all new email marketing campaign, analyzed weekly campaign metrics to improve client communication and leverage new digital design strategies
- Re-designed and developed two corporate subsidiary websites for Silver Cross Franchising and Savaria Wheelchair Vans

## SKILLS



### Software + programming

- Illustrator. Photoshop. InDesign. After Effects. HTML. CSS. Wordpress. SEO.



### Softskills

- Presenting and communicating. User experience design. Social entrepreneurship. Inter-team collaboration and leadership. Conceptual thinking. Trial and error.



### Hands on

- Sketching. Painting. Storyboarding.

- Dual Citizen (US/Canada)