

## APRIL M CALLOW

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www.aprilmcallow.com

graphic  
design +  
marketing  
communications

### Proven Skills & Abilities

Extensive studies and experience in all aspects of communication strategies and project management within a professional business environment.

Professional business computer training with proficiency in all Microsoft Office applications.

Extensive training and understanding of design principles, typography, press preparation and industry standard design software; Adobe Creative Suite.

Essential knowledge of HTML/FTP Website design software and it's operating systems.

Experience in coordination and completion of a multitude of Marketing materials and projects.

Organized time and project management experience proven through job titles.

Member of The Society of Graphic Designers of Canada (GDC).

### Education & Expertise

Graphic Design Diploma **Ai Vancouver (The Art Institute of Vancouver)**  
April 2007 – December 2008  
Vancouver, British Columbia

Business Admin Diploma **SAIT (Southern Alberta Institute of Technology)**  
September 2003 – April 2006  
Marketing Major  
Calgary, Alberta

### Employment & Experience

Velcro Creative **Junior Design Assistant [internship]**  
March 2008 / June 2008  
File Management, Layout Design, Newsletter Design

J&R Home Products **Marketing Coordinator**  
May 2006 – October 2006  
Full-Time Position, Program Development, Event Coordination,  
Catalogue Creation, E-Commerce Management

RIS Inc. **Junior Marketing Assistant [internship]**  
November 2005 – April 2006  
Part-time Internship, Business Development, Program Coordination,  
Graphic Design, Administration Duties

Bragg Creek Foods **Produce Department Manager**  
May 2003 – October 2005

Calculated Cutters **Manager/Owner/Operator**  
established 2002  
Decal and Sign Creation, Graphic Design, Creative Layout,  
Decal Application, Small Home Business Practices