

## Debbie Yuen

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### Objective

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To work as a Communications Assistant in a challenging, innovative environment designing and writing advertising and marketing collateral for internal and external audiences.

### Work Experience

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March 2009 - present

*Graphic Design and Marketing Consultant* (part-time), Olivia's at Fifty-Three, Toronto

- Managed the restaurant website with updates on music events and promotions
- Provided ongoing and timely communication to internal and external clients
- Effectively managed multiple priorities from several projects
- Research and evaluated classified ad submission requirements.
- Designed online banner ads

April - August 2008

*Design Intern* (part-time), AES Company, Toronto

- Spell-checked and proofread advertising copy
- Managed confidential account information
- Provided ongoing and timely communication to internal and external clients
- Effectively managed multiple priorities from several projects
- Research and evaluated classified ad submission requirements.
- Created budget estimates, faxed invoices and designed ads

October 2007 - February 2008

*Sales Representative* (part-time), Arts Marketing Services Inc., Toronto

- Communicated effectively, listened actively and solved customer complaints

October 2005 – present

*Freelance Print/Web Designer* (part-time), DY Designs, Toronto

- Maintained communications with various levels of department
- Organized accounts with an invoice management system
- Provided design consultations and communicated marketing advice
- Designed bilingual web projects in English and French with assistance from a translator
- Delegated tasks, effectively met deadlines and demonstrated responsibility

September 2004 - September 2005

*Administrative Assistant* (full-time), Art Gallery of York University (AGYU), Toronto

- Administered timely mailings to subscription members
- Maintained internal databases using FilemakerPro
- Converted taped interviews into digital format for the web

August 2003 - September 2005

*Receptionist/Administrative Clerk* (part-time), Jane St. Walk-in Medical Clinic, Toronto

- Managed confidential information
- Listened and responded actively to client's needs
- Updated and maintained database of patient information

## Volunteer Experience

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Jan. 2007 - present

*Graphic Design Volunteer*, LetsStopAIDS, Toronto.

- Designed and implemented print and web graphics including the India 2007 and South Africa 2009 website.
- Consulted on design issues and communicated marketing advice
- Designed bilingual projects in English and French
- Delegated tasks, effectively met deadlines and demonstrated responsibility

Jan. 2007 - June 2007

*Design Exchange Volunteer*, The Design Exchange, Toronto.

- Distributed accurate information to gallery attendees
- Updated online design community news

## Education

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September 2008 - present

Ryerson University, Continuing Education, Toronto

- The Joy of Journalism course
- Career Advancement Communication course
- Design Management course

Oct. 2007 - March 2008

Toronto Image Works, Toronto

*Professional Print and Web Diploma*

- Designed and worked efficiently
- Contributed to a challenging and competitive learning environment

September 2000 - July 2005 York University, Toronto

*Fine Arts Cultural Studies, B.F.A with High Honours; Cross-Disciplinary Digital Media Certificate Areas of Specialization: New Media, Culture and Communications*

- Wrote persuasive academic essays on culture, media and communications

## Qualities/Skills

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- Strong desktop publishing skills
- Effective written and oral communication
- Willingness to learn
- Attention to detail
- Organized and positive attitude
- Strong knowledge of layout and web design skills
- Multi-tasker in a fast-paced, deadline-driven environment

## Technical Skills

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- Proficient in PC and MAC
- Knowledgeable in PowerPoint, MS Word, Excel, FileMakerPro, QuarkXpress, XHTML, CSS, Javascript, S.E.O., FTP and Adobe Creative Suite CS3

## Interests

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I enjoy travelling, reading, watching foreign movies, enjoying the Toronto Islands, and learning about food and wine.