

# SHAYNNE CORBETT

MARKETING / DESIGN / COMMUNICATIONS

☎	306 262 4829
@	shaynec@gmail.com
🌐	www.shaynne.com
📍	Saskatoon Saskatchewan

## PROFESSIONAL SUMMARY

Knowledgeable, motivated and creative marketing professional with 30 years progressive experience with notable success in agency and in-house marketing roles. Providing marketing, branding and communications for companies and organizations in multiple sectors and industries; mining, education, manufacturing, nine years in technology and software and eight years in agriculture.

Expert in all aspects of traditional and digital media including graphic design, web design and development, project management, content writing, media planning and budgeting.

Professional character and conduct has cultivated lengthy and beneficial relationships with business leaders, agency and marketing professionals, advertisers, graphic designers, journalists and communicators.

## QUALIFICATIONS

- Communications, advertising and marketing experience with corporate clients and employers in multiple sectors.
- Budgeting, strategic planning, media planning, brand management and traditional and online advertising.
- Extensive experience in digital marketing, online advertising, branding, and metrics.
- Highly proficient in all industry-leading graphic design and web design platforms.
- Adobe Suite expert, notably in Photoshop, InDesign and Illustrator.
- Worked in collaborative team environments with software developers, IT professionals, writers, marketers designers, and project managers.
- Strong knowledge of usability principles and user experience KPIs
- Expertise in typography, color theory, and technical considerations during the design process for both print and web.
- Excellent communication, presentation, and interpersonal skills.
- Experience in investor relations and corporate communications.
- Ability to solve problems while addressing business goals and objectives.

## WORK EXPERIENCE

2018 - 2023 | FP Genetics

### MARKETING MANAGER

Working closely with the executive team on corporate marketing, communications and advertising, including the development and management of the annual marketing budget. Involved in all stages of media planning and in the coordination and execution of advertising campaigns, messaging, creative development and media buying. Management of the company's social media, websites, landing pages, and digital advertising. Writing content for radio scripts, ad copy and product descriptions. Design and coordinating the printing and delivery of the company's annual product catalog and product technical sheets. Website design, development, launch and ongoing maintenance. Planning and coordination of annual tradeshow and events including design and delivery of trade show assets.

2015 - 2018 | Creative Fire

### WEB DESIGNER / DEVELOPER

Working with multiple clients in an agency setting. Designing and maintaining websites of more than 40 companies and organizations. Web hosting set-up and server maintenance, content updates, content management system updates, and security monitoring. Provided existing and potential clients with marketing and branding guidance in digital and social media, and in the design and development of websites and online resources.

2012- 2015 | AgraCity Crop & Nutrition

### MARKETING & COMMUNICATIONS SPECIALIST

Work encompassed a wide range of marketing and communications for AgraCity and it's suppliers and affiliates involved in the manufacture, distribution and sale of nitrogen fertilizer, grain handling and marketing, and government relations. Along with designing for both print and web I maintained a network of WordPress websites, managed social media and participated in annual budget and strategic planning for communications, marketing and advertising.

## PROFICIENCIES

Digital Marketing  
Graphic Design  
Corporate Communications  
Marketing Campaigns  
Social Media Marketing  
Brand Promotion  
Campaign Management  
Brand Development  
Project Management  
SEO Optimization  
Print and Prepress  
Advertising and Ad-buying.  
Marketing Tactics  
Creative Development  
Graphic Design and Illustration  
Data Analytics  
UI/UX  
Video Editing  
Photography  
SEO/SEM

## EDUCATION & PROFESSIONAL DEVELOPMENT

### CAMA (Canadian Agri-Marketing Association)

:: Current member and former  
CAMA Saskatchewan Board Member

### Agristudies Sales and Marketing Training

:: Marketing to Farm Business  
:: Strategic Agri-Marketing

### UBC Extension Learning

:: Writing for the Web and Digital Media

### Google

:: Google Ads Certification  
:: Google Analytics Certification

### LinkedIn Learning

:: Learning HubSpot CRM

### Twitter Flight School

:: Performance Ads Specialist  
:: Twitter for Creatives

### Applied New Media Training Institute

Winnipeg MB | 1994 - 1996

:: Diploma: Graphic Design

### Thompson Rivers University

Kamloops BC | 1992 - 1994

:: Natural Resource Science &  
Forest Resource Management

## WORK EXPERIENCE (CONTINUED)

2010- 2012 | Saskatchewan Teachers' Federation

### WEB DESIGNER / PROJECT MANAGER

Design, development and maintenance of the STF website along with the sites of the Federation's affiliated local associations, special subject councils, the professional development unit and the Federation's research and training partners. Working closely with all STF departments documenting project requirements, costs, timelines and providing the design and implementation of new content and website features. In addition to website duties, the position also involved project management and administration of the workflow of the graphic design/production unit on a wide range of print and communications projects.

2002 - 2010 | Point 2 Technologies

### WEB DESIGNER / DEVELOPER

Reporting to the Vice President Sales & Marketing, responsibilities included designing and maintaining Point2 marketing materials, corporate website, front facing consumer websites, and print material promoting Point2's software products. The front facing websites were critical to the business as they were the marketing tool employed to generate customer acquisition for Point2's online software subscriptions. After further development of my UI/UX design skills I shifted focus to the ongoing design and usability of the Point2 Agent and Point2 Homes products.

1996 - 2002 | zu.com Communications

### GRAPHIC DESIGNER / WEB DESIGNER

Involved in the design and development of early websites for many high-profile companies. The Saskatchewan Wheat Pool (Viterra), Potash Corp (Nutrien), Cameco, and Cogema/Areva. Designed and created IPO and investor presentations for Cameco and Cogema. Aided in the design of presentations for several Annual General Meetings for Cameco and Potash Corp. Provided print and web design and online versions of annual and financial reports for publicly traded companies. Developed and maintained content for the websites of these and other clients and provided video editing, photo editing and illustration services.

## REFERENCES

**JASON AEBIG | 306 341 9260 | jasonaebig@gmail.com**

CEO | Greater Saskatoon Chamber of Commerce

**RICK MITZEL | 306 914 5164 | rick@saskmustard.com**

Executive Director | Saskatchewan Mustard Development Commission

**CAREY TUFTS | 306 244 3311 | ctufts@gmail.com**

Director of Marketing | Star Group Ltd.

## CONTACT

**SHAYNNE CORBETT | 306 262 4829**

shaynne@gmail.com