

SHAYNNE CORBETT

MARKETING / DESIGN / COMMUNICATIONS

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📍	Saskatoon Saskatchewan

PROFESSIONAL SUMMARY

Creative marketing professional with progressive experience in agency and in-house marketing roles. Providing marketing, design and communications for companies and organizations in multiple sectors and industries including waste nagement, mining, education, manufacturing, nine years in technology and software and eight years in agriculture.

A senior marketing specialist and 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 cultivating lengthy and beneficial relationships with business leaders, agency and marketing professionals, advertisers, graphic designers, journalists and communicators.

QUALIFICATIONS

- Adobe Creative Cloud
- Photoshop
- InDesign
- Illustrator
- Digital Marketing
- Graphic Design
- Corporate Communications
- Marketing Campaigns
- Media Planning
- Social Media Marketing
- Advertising Campaigns
- Brand Development
- SEO Optimization
- Print and Prepress
- Advertising and Ad-buying
- Creative Development
- Graphic Design and Illustration
- Data Analytics
- UI/UX
- Audio/Video Editing
- Photography
- SEO/SEM
- Budgeting
- Online Advertising
- Traditional Advertising

WORK EXPERIENCE

2024 - Present | Genesis Fertilizers

DIGITAL MARKETING SPECIALIST – CONTRACT

Advising and directing a small team of creative professionals, providing marketing, graphic design and communications to Western Canadian agricultural crop protection companies. Digital marketing and communications, design and development of digital ad campaigns, messaging, email marketing and social media management.

2018 - 2024 | FP Genetics Certified Seed

MARKETING MANAGER

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 tradeshows and events including design and delivery of trade show assets.

PROFICIENCIES

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.

Proven ability to solve problems while addressing business goals and objectives.

WORK EXPERIENCE

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 its 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.

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.

EDUCATION

Applied New Media Institute
Winnipeg MB | 1994 - 1996
:: Diploma: Graphic Design

Thompson Rivers University
Kamloops BC | 1992 - 1994
:: Natural Resource Science &
Forest Resource Management

PROFESSIONAL DEVELOPMENT

Canadian Agri-Marketing Association
:: Current member and former
CAMA Saskatchewan Board Member

Agristudies Sales & Marketing
:: 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

WORK EXPERIENCE

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 Digital Agency

GRAPHIC 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 | Sask Mustard Development Commission

CAREY TUFTS | (306) 244-3311 | ctufts@gmail.com
Director of Marketing | Star Group Ltd.

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