

Jenny Wilson-Sewell

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Project Officer with four years of experience in creating a range of communications materials for diverse audiences, and two years of experience in the government sector. Skilled in content creation, internal and external communications, and event coordination. Proficient in Adobe Creative Suite, WordPress, and Microsoft Office, with a strong ability to simplify technical language and collaborate effectively with cross-functional teams.

Related Experience

MAY 2023 – PRESENT

Project Officer • Natural Resources Canada • Ottawa, ON

Advance the web presence of the Canada Centre for Mapping and Earth Observation (CCMEO), including The Atlas of Canada and GEO.ca, by planning and developing engaging outreach and communications products across divisions:

- Draft internal articles and social media posts to enhance communication within the department and externally
- Curate and design the CCMEO quarterly newsletter, ensuring branding alignment
- Create and develop web content for government websites, ensuring accessibility, user-friendliness for diverse audiences
- Organize internal conferences and create event materials (videos, posters, rollups, virtual kiosks) to support both internal and public events
- Oversee the communications and engagement Outlook inbox, managing inquiries, requests, and internal communications needs throughout CCMEO
- Contribute to strategic communications initiatives as a member of the Communications Committee, Web Advisory Committee, and Canadian Council on Geomatics (CCOG) task team
- Assist in the creation of project charters and the development of strategic communications plans to guide outreach and engagement activities
- Collaborate with teams to create communications materials (infographics, web banners, placemats, social media posts, etc.) that align with CCMEO's mission and vision
- Design custom map graphics and advise on print materials for The Atlas of Canada
- Perform content updates for GEO.ca via WordPress, ensuring accessibility and logging/resolving issues through GitHub
- Transform complex technical language into accessible, plain language for various platforms and diverse audiences
- Track and analyze KPIs to evaluate the effectiveness of communications activities and feed insights into planning for the next fiscal year

Additional Experience

2018 – 2022

Hairstylist • Hair by Adamo • Ottawa, ON

- Managed client appointments and provided colour, cutting, and styling services
- Handled client service and product sales

Education

JANUARY 2022 – DECEMBER 2023

Interactive Media Design • Algonquin College • Ottawa, ON

3.92 Cumulative GPA • Dean's Honours List

- Designed and developed dynamic, rich-media content for interactive media projects
- Applied best practices to create user-centric web and mobile applications
- Contributed to financial, technical, and artistic assessments of interactive media projects
- Focused on ethical, professional, and sustainable practices in digital design

2016 – 2018

Hairstylist • George Brown College • Toronto, ON

- Designed and developed dynamic, rich-media content for interactive media projects
- Applied best practices to create user-centric web and mobile applications
- Contributed to financial, technical, and artistic assessments of interactive media projects
- Focused on ethical, professional, and sustainable practices in digital design

Skills

Communication

- Develop digital and print content for internal and external audiences
- Simplify technical information for non-technical audiences
- Review and edit documents for clarity, grammar, and consistency in messaging
- Analyze KPIs for efficiency and engagement
- Collaborate effectively with colleagues, committees, and stakeholders

Project Management

- Develop project charters to ensure projects are completed on time and within scope
- Utilize project management tools (e.g., Trello, Redmine, Basecamp) to track project progress and provide status updates to stakeholders
- Prioritize tasks and manage time efficiently to ensure project milestones are achieved

Design

- Create graphics and videos for various audiences while adhering to FIP standards
- Apply colour theory and typography to optimize visual appeal and message clarity
- Develop and maintain consistent branding elements (logos, colour schemes, typography)
- Design responsive web content for desktop, tablet, and mobile devices

Software

- Adobe Creative Suite (Illustrator, Photoshop, Premiere Pro, etc.)
- WordPress and GitHub
- Microsoft Office/M365
- HTML/CSS for basic web design/development
- UX/UI prototyping tools (XD, Figma)
- ColorOracle/Color Brewer (Colour Vision Deficiency testing)

Professional Development

MAY 2023

Eliquo Training

- Writing for the Web

Canada School of Public Service

- Introduction to Human-Centered Design (DDN207)
- Design Thinking for Innovation: Stakeholder Engagement (TRN237)
- Spotlight on ACCESSibility Micro-Learning Series: Programs and Services (INC1-V34)

Volunteer Experience

- Fire Warden • Natural Resources Canada • 2023 – Present
- Educational Video • Gees Bees • 2023
- Christmas Eve Benefit • Hair by Adamo • 2020

References

Rob Kingsbury

Professor/Coordinator, Interactive Media Design, Algonquin College • School of Media & Design
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Kenneth Warner

Part-Time Professor, Interactive Media Design, Algonquin College • School of Media & Design
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Additional references available upon request