

# JASON REIMER



**Hi, I'm Jason!** Designer, Brand Manager, and 3D Artist with over 20 years of experience. Having worked at private companies and freelancing through my design studio, my career has been challenging and rewarding with numerous brand developments as personal highlights.

The following resume is a great representation of my abilities and proficiencies I can offer as a creative design specialist; both in a senior design capacity, or as design & brand manager.

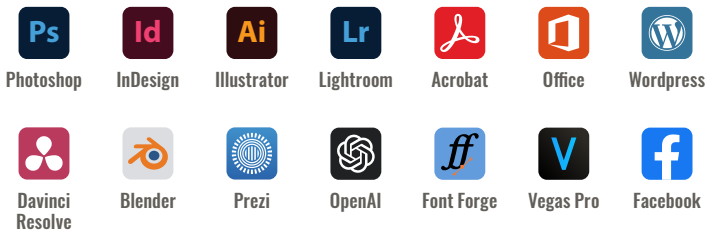
I'm ready for new challenges to push my creativity and I'm looking for a collaborative, forward-thinking organization to help me achieve my ambitions. Feel free to contact me at any time for additional information, or if you'd like to connect on a call to see if I'm fit for your team!

Please also take the opportunity to visit my online portfolio to experience highlights illustrating my broad talent covering a breadth of disciplines.



## PROFICIENCIES

### TECHNICAL ACUITY



### CREATIVE DISCIPLINES



## EDUCATION



Multimedia Technology Certificate

## INTERESTS



## CAREER WISDOM

### STRATEGIC BRAND DEVELOPMENT & MANAGEMENT

Some of the best time in my career has been spent designing, strategic planning, and the managing of various brands. From straightforward brand and identity design, to full brand development, strategy, and market positioning.

### WEB DEVELOPMENT & SOCIAL MEDIA CONTENT CREATION

I've managed the development of website production with internal teams and agencies while providing support for content creation and coding. I've consulted and implemented best practices for social media advertising, and advised clients how to better engage with online audiences to improve traffic and engagement to their primary sites.

### STUDIOS

As Creative Director for my personal studio, I've had the pleasure consulting with a diverse clientele in Alberta and Saskatchewan involving industries in health care, education, government, home building, and oil & gas.

### PROJECT MANAGEMENT & LEADERSHIP

Recent opportunities have allowed me to lead numerous branding projects including the strategic planning and development of new brands operating under Civeo's family of businesses involving executive stakeholders with endeavors including a catering division and a B-to-C contemporary restaurant start-up.



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**SENIOR MARKETING AND GRAPHIC DESIGN SPECIALIST ..... 2016 – PRESENT**  
**GRAPHIC DESIGN SPECIALIST ..... 2013 – 2016**

Formerly PTI, Civeo has helped facilitate the broadening of my creative skill set and offered management-level responsibilities in project management and the ability to hire and train Marketing support personnel.

- Brand manager for the company and its subsidiaries
- Project manager for design campaigns and assignments between internal departments and vendors
- Project manager for brand management & communication initiatives across all Canadian lodge locations
- Designed numerous brands for the company's Ancillary Services department along with strategic planning of ventures with executives and senior management
- Photographer, videographer, and editor for social media, internal communications, and presentations
- Responsible for design support in the US and Canada including campaigns, print and web advertising, and video production
- Responsible for hiring, training, and managing of Marketing support personnel
- Website development for the company's subsidiary brands
- Assisted with numerous Indigenous relations initiatives, community engagement events, and participated in various cultural ceremonies and traditional customs
- Supported a corporate re-branding including brand transition campaigns, print, and social media ad buys
- Technical web support for our primary and subsidiary sites including maintenance and content development on the WordPress platform
- Developed training of design-aided-templates in InDesign to help increase efficiencies for the Pursuits & Bids personnel
- Marketing Coordinator for Civeo, North America
- 3D modeling and concept artist for sales and bid asset support
- UX/UI designer for global front-line and guest communication mobile app
- Video and motion graphics animation for internal communications and guest awareness campaigns
- Maintained a close relationships with local printers and stayed current with print technology trends



**GRAPHIC DESIGNER ..... 2008 – 2013**

Brand ambassador for the company to ensure visual corporate guidelines were used and implemented correctly

- Developed content and advertising for all affiliated companies under Hutchinson Acquisitions Corporation
- Content manager for the CMS, YouTube, and Facebook accounts
- Project manager and liaison with agencies on web development and design
- Print and digital designer for news, print publications, direct mail, and social media engagement
- Developed brand identities for subdivisions including logo design, marketing materials, and sales collateral



**GRAPHIC DESIGNER ..... 2006 – 2008**

Performing under Marketing in a creative agency capacity, I developed custom interactive media applications with Adobe Flash for advertising sponsorships for JoeFM, CISN, and 630 Ched, including the design of campaign collateral for web, print, radio, and on-location media events



**CREATIVE DIRECTOR & DESIGNER ..... 2002 – 2022**

Ongoing consultation and design support for print and web projects, social media campaigns, and brand identity development

- City Homes Master Builder
- Glenrose Homes
- Ashcroft Homes Master Builder
- University of Alberta, Engineering
- Meeting Professionals International, Edmonton
- San Rufo Homes
- Singletree Builders
- Kirkland Homes Master Builder
- Carriage Homes
- Alberta Gaming and Liquor Commission
- Alberta Commercial Vehicle Enforcement
- CARE – University of Alberta
- Technology Training Centre – UofA
- NAIT Students Association
- Wholesale Trailers
- Align Orthodontics

