



LOLA FAMURE

CREATIVE DIRECTOR

● **PHONE**

403.617.3285

● **EMAIL**

LFAMURE@GMAIL.COM

● **WEBSITE**

www.iwalolacreates.com

PROFILE

Over 15+ years of experience in design strategy, branding, and leadership. Nimble design thinker and strategist with the ability to successfully tell stories, develop concepts, and inspire high-performance teams to serve corporate and marketing efforts. Marketing and visual communications expert with a passion for driving engagement through meaningful brand experiences for internal and external clients. Passionate brand ambassador who champions the immersive brand experience across all mediums and defends visual and experiential consistency by empowering others to be brand advocates.

WORK EXPERIENCE

CREATIVE DIRECTOR

RS Energy Group | Calgary | September 2013 - July 2019

- Served as the creative director for an advanced analytics company with over \$60M a year in annual revenue and over 350 employees.
- Collaborated with marketing teams on the creation of marketing strategies and digital solutions to improve companies ROI
- Spearheaded the daily management of the creative output of the team, including guiding design direction, interaction, and methodology across all channels with the use of agile workflows and processes
- Supported the personal and professional development of creative team members, ensuring they have the resources and guidance to successfully deliver strategic projects to key stake holders, while utilizing the best and latest methods and tools to remain competitive
- Worked alongside c-suite, mid-management and product teams in the development of new business initiatives and solutions across, UX/UI, print, digital media and various marketing campaigns
- Developed, educated and maintained the integrity of RSEC's creative brand standards and design systems
- Worked alongside external agencies, printers, product teams and other internal departments by contributing to new business initiatives
- Managed and planned company's charity and community outreach initiatives

● **EDUCATION**

Applied Degree in Communications
Mount Royal University, Calgary
2002

- Lead the production and execution of final year annual magazine for print and web.

Diploma in General Arts & Science
Mount Royal University, Calgary
2000

Courses in Web Design and Development
Southern Alberta Institute of Technology, Calgary
July 2002

● **SKILLS**

Art Direction, Visual Design, Research, Project Management, Product Design, Marketing, Design Strategy, Brand Development, Data Visualization, Social Media, Leadership, Copywriting, Typography

● **TOOLS/TECHNOLOGY**

InDesign, Illustrator, Photoshop, XD After Effects, Premiere Pro, Acrobat DC, Dreamweaver, Sketch, WordPress, Microsoft Office, JIRA, HTML



LOLA FAMURE

CREATIVE DIRECTOR

● **PHONE**

403.617.3285

● **EMAIL**

LFAMURE@GMAIL.COM

● **WEBSITE**

www.iwalolacreates.com

WORK EXPERIENCE CONTINUED

SENIOR DESIGNER

RS Energy Group | Calgary | October 2006 - September 2013

- Designed various product collaterals across several print and digital mediums
- Provided extensive insight in the various stages of rolling out new brand collaterals
- Collaborated and designed on a number of promotional campaigns and material for conferences and promotional events
- Coordinated design on other mediums of communication such as web, video and audio.

JUNIOR GRAPHIC DESIGNER

NORR Architects Planners (Formerly Poon McKenzie Architects) | Calgary | May 2006 - August 2006

- Assisted in the design and preparation of proposal materials for a wide range of document types.
- Utilized graphic design software programs to design proposed materials .
- Reviewed, updated and maintained corporate identity standards to ensure all materials are accurate and correct and adhere to established branding standards.
- Sourced external resources for print, photography, video and sound.

VISUAL COMMUNICATIONS COORDINATOR

Beddington Heights Community Association | CALGARY | June 1999 - September 2005

- Designed new branding identity for the centre and subsidiary programs.
- Developed web prototypes for youth program.
- Supervised and trained a team of 20 employees.
- Maintained and updated program financial records.

● **ACTIVITIES**

Volunteer designer for the Jamaican Canadian Association (Alberta Chapter)

Produce the Read Me Romance Podcast with over 12,000+ subscribers

● **REFERRALS**

Available upon request