

MOHAMED SHAZWAN YOONUS

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OBJECTIVE

Applying to obtain a position as a Graphics Designer at Pro Life Wellness Centre.

SUMMARY OF QUALIFICATIONS

- Proven ability to work well in a team or work independently and take initiative to go above and beyond required duties.
- Demonstrated excellent verbal and written communication skills when consulting with clients
- Effective time management skills with the ability to prioritize and meet deadlines.
- Comfortable using Adobe creative cloud softwares and Microsoft Office Package
- Fluent speaking, writing and reading in English, Tamil, Sinhala, Malay.

EDUCATION

Interactive Media Design (Diploma)

January 2020 - July 2021

Durham College, Oshawa, Ontario

- Cumulative G.P.A. 4.4 out of 5.0
- Honour Roll Standing for 3 consecutive semesters

International Management and Business (BSc(Hons) Degree)

August 2013 - December 2016

University of Plymouth, Plymouth, United Kingdom

RELATED EXPERIENCE

Founder / Director

January 2018 - January 2021

ARC Media, Colombo, Sri Lanka

- Analyze and determine the client needs to implement a proper marketing communication route to achieve the expected outcome.
- Create, plan and handle advertising, branding, or promotional campaigns and marketing strategies.
- Design creative point of sale and print materials such as brochures, magazines, newsletters, posters, leaflets, product catalogs, and banners.
- Plan, coordinate and organize marketing events, promotional campaigns, internal staff training, and briefings.
- Develop social media content such as social media posts, videos, animated gifs, and photography services.
- Advice and overlook the production of the approved marketing or point of sale materials, instruct what base materials would be ideal to use, and provide printing services.

Accounts Executive

August 2015 - December 2017

Collective Global (Pvt) Ltd, Colombo, Sri Lanka

- Communicate with clients maintaining strong verbal and written relationship, gather client suggestions, ideas, needs, and instruct the designing team to achieve the desired outcome.
- Manage multiple client accounts making sure to track and execute deliverables across timelines.
- Present the idea, design or product created by the designing team making sure all client requirements are met.
- Record monthly expenses, pending or paid client payments, monthly sales reports, to-do lists, and report to the managing director.

ADDITIONAL EXPERIENCE**Freelance Field Investigator & Interviewer**

August 2015 - February 2016

Nielsen Company Lanka (Pvt) Ltd, Colombo, Sri Lanka

- Reach to relevant or provided consumers and clients in order to gather data requested by the organization.
- Conduct phone, virtual, or one on one interviews as requested by the client making sure to gather all required data.
- Perform mystery shopping to evaluate the level of services offered at an outlet making sure it is up to standards, preparing a detailed report with a conclusion.

EXTRACURRICULAR AND VOLUNTEER ACTIVITIES**Co - Founder - Street Food Festival**

May 2016 - June 2016

Colombo Food Festival (Public Event), Colombo, Sri Lanka

- Plan and coordinate Sri Lanka's largest outdoor food carnival involving small business vendors who want to get the word out on their offerings.
- Analyze marketing strategies, promote the event, maintain advertising campaigns, and coordinate vendor bookings.

Event Organizer - Head

December 2013 - December 2015

British Council Students Committee, Colombo, Sri Lanka

- Plan events for students, staff, communicate with regional head, managers and manage the production team.
- Analyze marketing strategies, promote the event, maintain advertising campaigns, and coordinate the event.

References Available Upon Request