

# RAINE RADTKE

## MARKETING | ART | DESIGN

### CONTACT INFO

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- ☎ 780-218-5937

### EXPERTISE

Adobe Suite Fluent (8 yrs)  
Sharepoint Fluent  
Graphic Design  
Video Editing/Motion Graphics  
Copy Writing  
Social Media Management  
Marketing  
Branding, Co-Branding  
Event Planning & Execution  
Print Coordination  
Shipping Coordination  
Product Photography  
Portrait Photography  
Basic HTML/CSS  
Media Communications  
Project Management  
Curriculum Building

### EDUCATION

**B. Mus | 2011 - 2015**  
MacEwan University

**Digital Media & IT | 2022**  
NAIT | Six Courses

### EXPERIENCE

#### **Drivewyze by Fleetworthy | Graphic Designer | Nov. 2023**

With expert mentorship and support from my colleagues, I have been able to grow into a skillset that I am eager to keep building on as my career. I started at Drivewyze as temporary, covering maternity leave for first a graphic design role, then later a marketing specialist role. As of Dec 2024, I was given my permanent position creating content and managing socials for three brands.

**Skills Required:** Video Editing, Motion Graphics, Social Media Graphic Design and Management, Photo Editing, Digital Asset Management (Brandfolder, Zift), Project Management (Monday.com, Outlook)

**Project Types:** Slide Decks, Brochures, Digital Advertisements, Social Media Graphics (motion and static), Interactive PDFs, Email Banners and Graphics, Blog Posts, Photo Editing, Template Creation, Event Booths and Banners, Branded Merchandise.

#### **Royal Alberta Museum | Shop Associate | July 2023 - Jan. 2024**

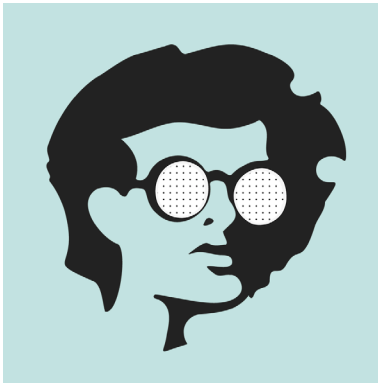
I was added to the team in the RAM Gift Shop as a Shop Associate and Product Photographer. My responsibilities included graphic design, photo editing, copy writing, as well as creation and maintenance of products in the online shop (Wordpress). Additionally, I worked in the store as a retail associate, where strong interpersonal skills were required.

#### **Private Music Instructor | 2015 - Current/Ongoing**

I had primarily contracted through Long & McQuade and Prime School of Music, and now teach privately online. I teach beginner to advanced vocals (hybrid singing), trumpet, ukulele, beginner to intermediate piano (classical, jazz, pop), music theory and composition, and song-writing.

#### **Grindstone Theatre | Marketing Coordinator | 2018 - 2019**





My responsibilities were to conceptualize and execute digital and print marketing campaigns for the venue, its restaurant, and the shows it was home to. Including graphic design, copy writing, and event photography.



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### Hello!

I've been searching for the right fit; I would like to work in an environment that values team-building, volunteerism, and exceptional work. I take a lot of pride in being a considerate communicator and prioritize being collaborative, proactive, and organized in my approach. I have found there is a lot of value in starting from a place of listening when communicating, and I enjoy building trust with my colleagues with transparency and consistency.

Initially self-taught as a graphic designer, I worked as a freelancer after finishing my degree in 2015. Over the years I have found several great opportunities to develop as a graphic designer and professional. My first opportunity was when I became the Marketing Coordinator at Grindstone Comedy Theatre, where I was responsible for social media content, graphic design (print/digital), web design, general marketing, photography, and copy writing. Later (2023), I worked at the Royal Alberta Museum, helping with graphic design, product photography, and asset management for the online gift shop while also working in the physical store. I have continued freelancing throughout, and also completed the following Digital Media & IT courses at NAIT before beginning to look for work as designer:  
*Web Design Fundamentals, Digital Design Tools, Communications for Media, [Computer] System Foundations, and Visual Communications.*

In late 2023, I found an opportunity to work as graphic designer in a larger marketing department, joining the 20-person marketing team at Edmonton software startup Drivewyze. I had incredible mentorship and a great team, and was able to truly hone my skills, making everything from webinar videos to trade-show booth materials. The culture of collaboration allowed me to learn new things, like cross-department project management, partner networking, and leadership skills.

Thank you for taking the time to consider me for your team. You can review my digital portfolio at raineradtke.com, and I am happy to provide references upon request.

Raine Radtke