



Dear hiring manager,

I'm writing to apply for the Senior Graphic Designer position you have listed on LinkedIn. I believe my 18 years of experience as a creative problem solver and project manager, as well as my significant experience in the legal cannabis industry makes me an excellent candidate for this opening!

I recently moved back to Brisbane, where I was born and raised, from Vancouver Canada, where I have been living and working since 2012. Before my son was born in 2018, I was lucky enough to work at West Coast Gifts, one of the largest smoking accessories wholesalers in North America. There I was personally responsible for designing , catalogs, packaging, promotional, social media and online marketing collateral, as well as having a significant hand in product design and brand development. I also have extensive photography, videography, finished art and project management experience.

David at a Glance

- 18 years of professional design experience, almost all in a senior or solo position
- Exceptional grasp of the English language, excellent communication skills both written and verbal
- Instructor-level knowledge of Adobe InDesign, Illustrator and Photoshop, comfortable using Premiere and After Effects
- Practical project management experience with international stakeholders, from conceiving and developing an initial idea through to overseeing final production and distribution.
- Broad creative output experience including photography, videography, video editing, promotional, technical and instructional copy writing
- Confident working with Microsoft office 365, including building custom apps and automation using the Power Platform
- Demonstrated success in direct and email marketing on several different platforms including creating new campaigns and refining existing strategies

Resume and Portfolio

Please see my attached resume for an overview of my work history, and go to davidselton.com for some in-depth examples of my work and videos demonstrating some of my abilities.

Best
David Selton

Skills

Software

- Equally comfortable in a PC or Mac environment
- Instructor-level knowledge of Adobe InDesign, Illustrator and Photoshop, comfortable with Premiere and After Effects
- Microsoft 365 and Power Platform, especially Power Apps and Power Automate

Graphic Design

- Comprehensive print and digital design skills
- Highly proficient in page layout, packaging design, product photography, photo retouch and branding
- Web and ecommerce design, development and maintenance, email marketing
- Copywriting, corporate and promotional communication, finished art, quality control

Leadership

- Self-sufficient, proactive, reliable, supportive
- Project management, stakeholder communication, delegation, fine tuning
- Running meetings and presentations, training, facilitating workshops
- Exceptional grasp of the English language, excellent communication and presentation skills
- Friendly, approachable, confident, adaptable

Efficiency

- Keen time management and attention to detail
- Automation, streamlining and template making for efficiency and precision
- Designing and enhancing business processes

Training

2006 - Shillington College, Brisbane Australia

Certificate IV in Graphic Design

Experience

Synergy Business Systems

Brisbane, Australia

Senior Graphic Designer | Sep 2023 - Present

- Created packaging, instructions, labels, promotional material and product development for in-house brand of tools, safety and industrial equipment
- Photographed products, created digital and physical product and packaging mockups, photographed and filmed company events, created finished, edited videos, animations and PowerPoint presentations.
- Completed wide-ranging artwork requests for 26 retail locations across 11 different brands
- Developed pre-formatted document templates for technical datasheets, product sell sheets and sales flyers significantly increasing efficiency and accuracy
- Developed marketing and promotion strategies, wrote copy, created product names and taglines
- Developed company-wide intranet in Microsoft Sharepoint including official announcement and job posting automation system

Spicebox Vancouver, Canada

Creative Production Coordinator | Apr 2021 - Jul 2023

- Coordinated the production team, prepared all finished art and project managed frequent international print production
- Developed bespoke project management software system using Microsoft 365 and Power Platform
- Introduced and created automation of common tasks in the production process, sharply increasing efficiency and reducing user error
- Was responsible for supplier communication, quality control and final approval of samples
- Created and developed art, craft and activity kits for children and adults including photographing and filming instructional and promotional material
- Edited licensed book content or researched and wrote original copy
- Project managed and designed annual product catalogue
- Created and managed email marketing and online promotions, migrated to a new email marketing system with no drop in open or click-through rates

Pipe Dream Design

Owner | September 2017-April 2021

- Created and operated a solo graphic design and creative services business, with various clients from non-profits and community centers to retail startups and online businesses
- Created complete branding, website and marketing packages for new small businesses
- Project managed design, approval, production and delivery of print and promotional materials
- Worked within strict brand guidelines to service established businesses
- Produced a wide range of design products including branding packages, signage, manuals, catalogues, promotional and E-Commerce websites, annual reports, email and physical marketing, packaging and more
- Designed and deployed complete marketing strategies for new businesses

Cambie Malones Group

Graphic Designer / Photographer | 2012-2014

- Commenced work in Canada as sole designer in the head office of a large hospitality company
- Hired and supervised small groups of design graduates to complete large or unexpected projects
- Personally designed and printed all required print material for nine separate properties in the Vancouver area
- Material produced included posters, fliers, web design, email marketing campaigns, signage, point of sale promotion, menus, print ads, videos and more
- Collaborated in the creation of an email database and membership campaign creating new opportunities for promotion to thousands of customers

4Biz Media

Print Designer | 2008-2009

- Worked as inhouse print designer for a small startup web design and development firm
- Created website concepts, generated branding, stationery and general promotional printed material for various businesses

West Coast Gifts

Graphic Designer | March 2014-September 2017

- Designed and project managed high-concept, customer-facing catalogues and regular brand updates and lookbooks showcasing over 10,000 unique products
- Collaborated in the overhaul of company's online marketing system significantly improving quality of communication, resulting in a marked increase in member retention and email open rates
- Maintained and curated image library of over 10,000 images, scheduled and art directed photoshoots for new products and promotion
- Created promotional content for print and online including product and sales fliers, posters, stickers, T-shirts, email marketing, web banners and more
- Contributed to product design and project management, conceptualizing and managing production of new products, packaging and promotional items

DMD Importers

Creative Director | 2009-2012

- Creative Director role included product design and development, packaging design, photography, copy writing and project management
- Accurately designed packaging under strict, established branding and style guidelines
- Created and developed new brands for merchandise, including names, logos and complete style guides for referral by other designers
- Traveled interstate for client meetings and overseas for research and development with suppliers
- Hired and supervised small groups of design graduates to complete large or unexpected projects

PC Graphic Art

Graphic Designer | 2006-2008

- Lead design and layout of 200 page hard cover yearbooks and monthly, high quality school magazines and newsletters
- Art directed photoshoots and prepared large, multi-file documents for print

References

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