

NIKKI BARRINGTON

MARKETING COORDINATOR & GRAPHIC DESIGNER

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PROFESSIONAL SUMMARY

Dynamic and results-driven professional with a strong background in graphic design, web development, and digital marketing. Proven track record in implementing effective marketing strategies, managing e-commerce platforms, and creating engaging content that drives sales growth. Skilled in HTML, CSS, and JavaScript with experience using Adobe Creative Suite. Demonstrated success in project coordination, stakeholder management, and cross-functional team collaboration. CAPM certified with excellent analytical and communication skills.

SKILLS

- Digital Marketing & Content Creation
- Website Design & Management
- HTML, CSS, JavaScript (10+ years)
- Adobe Creative Suite
- E-commerce Management
- Microsoft Office Suite
- Project Management (CAPM Certified)
- Data Visualization
- Social Media Marketing
- Customer Relationship Management

PROFESSIONAL EXPERIENCE

Creative Director
Moonjoule Studio

January 2024 - Present

- **Web Design & E-commerce:** Revamped websites to boost sales and improve user experience, notably increasing online engagement for a local bookstore and implementing monthly deals to drive sustained sales growth.
- **Brand Strategy:** Designed logos, promotional materials, and digital content to strengthen client branding and market presence for multiple businesses including Turning the Tide and National Farmer's Union.
- **Project Leadership:** Led the creation of The Exchange website for the National Farmers Union, tailored to support equity-deserving farmers, receiving positive community feedback.
- **SEO & Digital Marketing:** Implemented SEO best practices and digital marketing campaigns to enhance online visibility and drive traffic to client websites.

Professional Development Day Director (Volunteer)

2021 - 2023

PMI North Saskatchewan Chapter

- Redesigned the sponsorship program, successfully securing four official sponsors for the event.
- Organized and managed a sold-out professional development event, overseeing all marketing and communication efforts.
- Created promotional materials and coordinated marketing campaigns to maximize event attendance.

Project Coordinator

May 2020 - July 2021

Federated Co-operatives Limited

- **Data Visualization:** Created visual data reports to aid decision-making and project tracking, improving communication between business and IT teams.
- **Communication Liaison:** Facilitated coordination between FCL and third-party contractors, including Deloitte.
- **Team Collaboration:** Worked with cross-functional teams to meet project goals and resolve challenges, contributing to the success of multiple projects, including FCL's CRM initiative.

Senior Assignment Clerk

July 2009 - April 2020

SaskTel

- Supported technicians in setting up calls and ensuring service installations and repairs.
- Resolved programming issues and software errors, improving operational efficiency.
- Enhanced field support, leading to better service delivery and customer satisfaction.

Teaching Assistant (TA)

September 2019 - December 2019

University of Saskatchewan

- Led tutorials on web design using HTML, CSS, and JavaScript.

- Developed presentations, assignments, and grading rubrics.
- Provided personalized guidance on projects and assignments.

EDUCATION

Bachelor's in Interactive Systems Design (Computer Science) *September 2016 - May 2023*
University of Saskatchewan

Bachelor's in Religion and Culture (Hons.) *September 2009 - June 2015*
University of Saskatchewan

CERTIFICATIONS

Certified Associate in Project Management (CAPM) *June 2022 - June 2025*
Project Management Institute (PMI)

ADDITIONAL INFORMATION

GitHub Portfolio: <https://github.com/ncb370>
Valid Driver's License (Class 5)

REFERENCES

Joel Goy
Past President
PMI North Saskatchewan Chapter
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Peter Garden
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Turning the Tide
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