



CORBIN STONE

GRAPHIC DESIGNER

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ABOUT ME

An advertising professional who started out on the wrong side of the brief. Now, a hardworking, innovative and creative graphic designer looking to further develop my career in creative solutions.

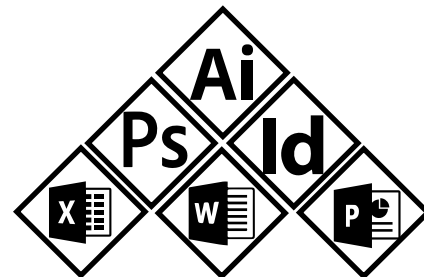
INTERESTS

GOLF, PHOTOGRAPHY, GYM
HIKING, HOCKEY, COOKING

WHAT I DO WELL

- Utilizes typography, composition and image selection in creative solutions across digital, print, OOH, social, editorial, brand identities and sales collateral.
- Development & application of brand guidelines including look, feel & tone, with an emphasis on brand consistency.
- Keen attention to detail and ability to manage multiple projects and prioritize work in a fast-paced, dynamic environment.

GREAT WITH



EXPERIENCE

GRAPHIC DESIGNER, IKEA

may 2018 - present

- Collaborates with graphic designers, visual merchandisers and interior designers to concept and develop engaging store experiences that influence buying behaviour.
- Works with the IKEA brand guidelines to maintain a consistent visual and verbal identity throughout the store.
- Accountable for the design, production and installation of all print and digital graphic signage.

ACCOUNT EXECUTIVE, J.Walter Thompson

aug 2016 - may 2017

- Managed integrated campaigns for both Walmart brand and private label initiatives, evaluating creative concepts against the brief to ensure the solution is on-strategy and the addresses Client's marketing needs.
- Worked cross-functionally with media, production and creative teams to execute TV, online video, print, radio and digital deliverables.
- Monitored and analyzed key competitor activity and communicated through regular presentations to clients.

Account Executive, Juniper Park\TBWA

may 2015 - aug 2016

- While reporting directly to the Sr. Account Director, led and assisted in managing the execution of projects from strategy through production for multiple large agency clients.
- Responsibilities included: developing content strategies, coordination of internal resources, creative briefings, client presentations and project management; ensuring all projects adhered to timelines and budget.
- Developed content strategies and publishing calendars for all foundational content, as well as provided guidance and support for optimizing campaign creative in a digital environment.

Marketing/Sales Coordinator, The Canadian Red Cross Society

apr 2013 - jan 2014

- Developed and implemented strategic marketing plans for First Aid products and services.
- Implemented extensive market research to identify new customer groups and communication tactics.
- Coordinated and submitted RFPs and managed company contracts for First Aid services.

EDUCATION

2006-2008

Georgian College,
Ski Resort Operations

2009-2012

Georgian College,
Business Admin, Marketing

2012-2015

Laurentian University,
Bachelor's of Business Admin

2017-2018

George Brown College,
Graphic Design