

## DAN MCKECHNIE

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## EMPLOYMENT HISTORY

### MULTIMEDIA MARKETING DESIGNER, DIX PERFORMANCE NORTH January 2013 to November 2018

- » Implemented top-to-bottom modernization of printed and digital marketing materials to bring Dix & JB's story to customers
- » Produced web and social media marketing materials that consistently returned customer interactions at a rate two to three times industry standard
- » Using personal creative vision in coordination with management, produced extensive materials including artwork, photography & print materials toward large-scale re-branding campaign
- » Developed e-commerce user interface for existing framework and deployed best-practices design to the greatest possible extent
- » Spearheaded photography-based customer relations initiative resulting in positive customer interactions and contributing to measurable increase in sales over previous year

### PHOTO EDITOR, *THE GATEWAY* May 2010 to August 2012

- » Worked to deadline to produce quality photography for stories and features, both from volunteer submissions and own work
- » Planned and coordinated large-scale photo shoots for feature issues, typically including multiple volunteer photographers & models, in studio & on location
- » Developed popular Fashion Streeters segment
- » Managed training and education of volunteers with bimonthly photography seminars

### SELF-EMPLOYED March 2013 to present

- » Managed self-directed employment as freelance photographer & designer
- » Worked to deadline to produce high-quality photography and design work for diverse clients including Alberta Cycle Motorsports, Deloitte Canada, the Old Strathcona Business Association, Sears, John Wiley & Sons, the University of Alberta Faculty Of Science & Alumni Association, Walterdale Theatre Association and VUE Weekly
- » Ensured effective communication with clients in order to best meet their needs

## EDUCATION

### COURSES IN MASTER OF ARTS, HUMANITIES COMPUTING, UNIVERSITY OF ALBERTA September 2013 to June 2014

- » Learned fundamentals of SQL database management, object-oriented programming and front-end web development
- » Developed summer program for youth engineering camp as part of project management course
- » Collaborated with fellow committee members to plan and execute student research conference

### BACCALAUREATE OF ARTS, ENGLISH, UNIVERSITY OF ALBERTA Completed June 2013

- » Awarded Department of English and Film Studies' 2012-13 Pop Culture Prize

## RELEVANT SKILLS

### PRODUCTION & DESIGN

- » Completely proficient in Adobe Creative Suite software, including Photoshop, InDesign, Illustrator, Lightroom, Premier & After Effects
- » Extensive portfolio of design work, both in marketing and branding & personal work
- » Accomplished layout artist
- » Excel in short-turnaround production environment

### MARKETING & SOCIAL MEDIA

- » Extensive experience managing social media for a large organization
- » Practiced at measuring engagement and adjusting strategies as necessary
- » Proficient with commercial-grade marketing tools provided by Facebook, Twitter and MailChimp
- » Comfortable using social media management tools such as Hootsuite

### WEB DEVELOPMENT

- » Proficient in front-end web design technologies including Bootstrap, SASS, php, Javascript & jQuery
- » Experience with accessible development standards
- » Familiarity with Visual Studio IDE
- » Some experience with Java, Visual Basic & C#
- » Strong research skills; able to find solutions when faced with unfamiliar problems

### PHOTOGRAPHY

- » Wide-ranging portfolio of photographic work, both in-studio and in the field
- » Broad-based working knowledge of reportage and documentary photography
- » Intimately familiar with SLR photography
- » Extensive knowledge of effective off-camera lighting