

Chadd Liverpool

Multifaceted designer capable of handling and creating various forms of digital content. Experienced content creator with a vast understanding of social media platforms, having worked with some of Canada's biggest media outlets. Capable of coding using HTML, CSS, Javascript.

EXPERIENCE

Bell Media, Toronto, ON — *Digital Production Intern*

JAN 2023 - MAY 2023

- Handled digital content for the purpose of distribution across several Bell Media platforms reaching millions of viewers.
- Analyzing social media trends to implement them into company strategy, leading to better engagement across platforms.
- Helped conduct interviews with actors from Bell Media's television productions to gather promotional content.

CaptureLife Studio, Toronto, ON — *Owner/Multimedia Specialist*

SEP 2022 - PRESENT

- Created entire brand identity, including logo, colour scheme, and typography
- Designed and maintained the company website to give the company a web presence. Provided a platform to book sessions and give visitors more knowledge of the company's resources and purpose.
- Designed various graphics for promotional social media posts and campaigns. Created social media accounts across several platforms and Strategized different ways to grow company's online presence

Bob Rumball Centre for the Deaf, Toronto, ON — *Interactive Media Designer*

JUN 2022 - AUG 2022

- Developed online learning materials and content with various graphics, sounds, and animations.
- Shot and edited videos for organization's consumers to watch, produced 6-8 videos weekly to maintain the organization's activity schedule.

Movia, Toronto, ON — *Design & Marketing Intern*

MAY 2021 - AUG 2021

- Designed several proposal presentations weekly to introduce marketing strategies to various franchises, leading to an increase in sales of mobile billboards and other company services.
- Created videos advertising company services and analytics of previous campaigns, increasing the outreach and impressions of company operations

Toronto, ON

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Portfolio : www.Liverpools.ca

EDUCATION

Durham College, Oshawa, ON — *College Diploma*

SEP 2019 - MAY 2022

Interactive Media Design

VOLUNTEER

Canada Basketball, Toronto, ON — *Media Operations*

West Rouge Soccer Club, Toronto, ON — *Multimedia Designer*

SKILLS

- Graphic Design
- Motion Graphics
- Web Design
- Video Editing
- Photography

SOFTWARE

- Adobe Creative Suite
- HTML, CSS, Javascript
- Wordpress
- Figma
- Cinema 4D