



MEL GROULX

 **Dorchester, Ontario**
Available Remotely

 www.melgroulx.com

CONTACT

 **519-550-1192**

 info@melgroulx.com

 [@melgroulx](https://www.instagram.com/melgroulx)

SKILLS

- ★ Adobe Suite: Photoshop, InDesign, Illustrator, Rush
- ★ WordPress
- ★ Squarespace
- ★ CSS Basics

INTERESTS

- ★ Paddleboarding
- ★ Hiking
- ★ Roller Skating
- ★ Travel
- ★ Painting

Graphic Designer specializing in brand identity and web design, seeking freelance or contract opportunities.



EXPERIENCE

2015–Present



MELGROULX.COM

Freelance Graphic Designer

I am a designer and strategist specialized in creating logos, brand identity, and marketing collateral for small businesses. I'm skilled in designing websites and e-commerce sites using platforms like WordPress and Squarespace through theme customization and styling with CSS.

2017–2019



ELLISON TRAVEL

Marketing & Graphic Design

I collaborated with a team to strategize marketing initiatives for multiple divisions of a travel and tour company, including social media campaigns and consumer events. I was proficient in designing graphics for e-blasts, ads, and tour flyers. I also developed a brand identity and logo for a sports division. I designed and updated WordPress pages.

2012–2014



ROBERT Q TRAVEL

Travel Consultant

I created vacation and cruise itineraries for clients, focusing on Caribbean destinations and group trips.

2009–2012



TRAVEL CUTS

Branch Manager

I provided coaching to staff, establishing sales goals and regularly evaluating their performance. I developed annual business and marketing plans, and directed a marketing team. I pursued and managed corporate group business opportunities.

Travel Consultant

Marketing Representative

EDUCATION

BACHELOR OF ARTS

Wilfrid Laurier University
Religion & Culture, 2009

DIPLOMA

Fanshawe College
Travel & Tourism, 2011