

SHULAMMITE KOLAWOLE

GRAPHIC DESIGNER



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Mississauga, ON



shulammite.ca

SUMMARY

Innovative and multi-disciplinary graphic designer with experience in marketing and communications, specializing in developing visual concepts and designing performance-driven marketing assets for print and digital platforms. Highly proficient in Adobe Creative Suite (Illustrator, AfterEffects, Photoshop, and InDesign), Canva and Microsoft Office, committed to delivering high-quality, visually engaging designs that bring marketing strategy to life.

SKILLS

- Project Management
- Campaign Development
- Branding/Visual Identity
- Visual Storytelling
- Digital Marketing
- AODA Compliant Design
- Social Media Design
- Event Marketing

EXPERIENCE

Contract Graphic Designer

M&M Food Market • July 2025 - Present

- Designed newspaper ads weekly for distribution to more than 20 stores throughout Canada
- Managed the development of bilingual (English and French) visual assets for digital and print marketing campaigns, including creatives deployed across Meta and Google advertising platforms
- Collaborated daily with marketing managers and franchise owners to translate data and concepts into targeted designs that met marketing objectives

Freelance Graphic Designer

Self Employed • June 2024 - Present

- Collaborated with clients to understand their design goals and deliver effective visual solutions
- Executed and effectively managed multiple design projects, ensuring on-time delivery and high design quality
- Designed logos, visual identities, web pages, social media graphics, and email templates that supported communication and marketing strategies for non-profit organizations and small businesses

Contract Marketing Assistant/ Graphic Designer

CreativeHub 1352 • March 2024 - April 2024

- Managed and organized volunteer groups for event setups
- Created email newsletters and website updates to keep interested parties apprised of current and upcoming events and volunteering opportunities alongside the Marketing Coordinator
- Designed content advertising current events on social media platforms like Instagram, LinkedIn, and Facebook
- Organized and designed presentations using audience research data and feedback on events and programs

Graphic Designer

IGNITE Student Life • May 2023 - April 2024

- Conceptualized and designed promotional materials, including event posters, branded merchandise, banners, motion graphics, digital signage, and social media graphics, to advertise events to the student body
- Maintained and ensured consistency in IGNITE's visual identity across all social media platforms
- Collaborated with other teams, including Brand Ambassadors and Customer Service Representatives to ensure design efficacy
- Created illustrations, fact sheets and infographics to educate the student body on scholarships and bursaries

EDUCATION

Advertising and Graphic Design

Humber College • 2022-2024