

# Craig Mazerall

## Multimedia Designer

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[craigmazerall.com](http://craigmazerall.com)

## Experience:

### **Corus Entertainment (so.da)** *Social Producer*

Toronto, ON | Jun 2022 - May 2025

A contributing member in almost all areas of the creative process, from developing social style guides, research, ideation and collaboration, to art direction, designing graphics, creating templates / repeatable formats, video and sound editing.

### **FCB Canada** *Senior Production Artist*

Toronto, ON | Jan 2022 - Jun 2022

Developing digital content for our clients' websites and social media; Motion graphics, digital statics, HTML banners, photo retouching; Clients include BMO, Air Canada, OLG, Sobeys, GLAD and Playstation

### **OntarioMD** *Multimedia Designer*

Toronto, ON | Jun 2021 - Dec 2021

Support the marketing department in the creation of graphics, motion graphics and videos to promote products and services on their various social media channels, website and for internal communications

### **Toronto Blue Jays Baseball Club** *Social Media LDP*

Toronto, ON | Nov 2019 - Nov 2020

Conceptualize and create visual storytelling across all social media channels; Translate business objectives into fan-facing, engaging content; Support key initiatives throughout the year; Stay ahead of latest news, trends and technology in social media, sports landscape and pop culture; Get Better Every Day

### **Heart and Stroke Foundation** *Freelance Designer*

Toronto, ON | Feb 2019 - Nov 2019

Conceptualize, storyboard and animate promotional content for social media and YouTube channels; Edit video, sound and animate graphics and logos; Design and update print materials

## Skills:

- **Extensive knowledge of the Adobe Creative Cloud suite, currently learning Blender 3D software and experience in front-end web development**
- **Vast experience in video editing, graphic design, motion graphics, sound editing and voice clean-up**
- **Ability to convert a client's vision and requirements into a quality finished product, while adhering to brand standards**
- **Contributing teammate in research, ideation, brainstorming and developing strategies.**
- **Keen eye for design, layout and flow of static and dynamic projects**
- **Excellent communication, organization and time management**
- **Strong team player with a passion for creating visually stunning content**

## Education:

### **BrainStation** *User Experience Design*

Certificate | Sept 2018 - Nov 2018

### **Durham College** *Interactive Media Design*

Diploma | Sept 2014 - Apr 2016

