



JESSE YARDLEY

2325 Erlton Street SW
Calgary, Alberta, Canada
T2S 2V7

Phone ▶ 403.470.3394
Email ▶ jesse.yardley@gmail.com
Web ▶ www.jesseyardley.com

BRIEFLY

- Launched into the marketing and communications industry in 1997
- Built a digital communications business with 20 employees and annual revenues over 900K in my 20s
- Transitioned into the software industry where I developed branding and UX skills
- Founded a local social network for communications professionals reaching over two thousand people
- Segued into marketing consulting in 2003, leveraging my entrepreneurial background and experience
- Completed a bachelor of communications from Mount Royal University in 2016
- Continuing my education and training with a focus on social media strategy

DRIVEN

I've had the great fortune to work with exceptional people and brands from all over the world including: Mandalay Entertainment (Hollywood), Pacific Century Group (Hong Kong), World Wide Corporate Networks (New York), CDS Consulting (Tokyo), Shaw Cable (Calgary), CGGVeritas (Houston), SpotCast (London), and Alliance Leadership (San Francisco). During that time, I developed a passion and drive for building great communications campaigns, the secret of which is: memorable messaging, exceptional design and inventive implementation.

WORK HISTORY

COMMUNICATIONS CONSULTANT DEFROST DESIGN WORKS INC. 2003-present

In this client-facing role, responsibilities include:

- Researching client marketing and communications requirements
- Performing communications audits and evaluations on existing marketing initiatives
- Writing web content for corporate websites and blogs
- Providing actionable suggestions on how to leverage social media trends and best practices
- Developing marketing plans with an emphasis on online marketing initiatives
- Designing brands for start-up companies and established firms seeking to rebrand
- Providing strategic direction to clients regarding online user experience and social media presence
- Optimizing search engine page ranking for clients seeking to improve their online presence

CREATIVE DIRECTOR ENFOCOM INTERNATIONAL CORP. 2001-2003

Core duties included product branding and website development for both Enfocom and its clients. I worked with senior management team to improve marketing prospects and corporate communications. This involved copy writing for websites, brochures, proposals, direct marketing campaigns and other communications. My duties also included designing tradeshow graphics, advertisements, presentations and animations.

MANAGING PARTNER FUSION MEDIA GROUP 1997-2001

Art Director (1997-1999) - Responsibilities included directing graphic design team, interviewing and hiring creative talent, and designing graphics for a wide range of corporate clients.

Marketing Director (1999-2001) - Wrote and edited copy for marketing promotions, presentations and advertorial content. I was a key member of the business development team participating in proposal development and sales communications. Also responsible for writing project case studies, staff profiles, company news and press releases.

EDUCATION

MOUNT ROYAL UNIVERSITY	Social Media for Business Extension Certificate (in progress)	2016
MOUNT ROYAL UNIVERSITY	Bachelor of Communication (Journalism) 3.95 GPA	2016
ACAD	Advanced Portraiture (Photography)	2004
UNIVERSITY OF CALGARY	Cont. Ed. Japanese I and II / Photography II	1997 / 2003

EDITOR-IN-CHIEF

THE CALGARY JOURNAL

2015-2016

- Redesigned the print edition of the Calgary Journal including cover design, table of contents and inside spreads
- Developed and implemented new production processes and strategies
- Developed support documentation and style guide to assist writers and editors involved in production
- Provided editorial direction, including theme concepts, in cooperation with editorial team
- Designed infographics and other graphical elements to enhance contributors' story presentation
- Photographed two covers and a number of accompanying story photos
- Provided final copy edits on dozens of contributor stories

CONSULTANT

TRADESLIFE

2015

Tradeslife is a social network targeted at trades people. As a consultant to the company, I created a communications plan, content strategy, and conducted an extensive audit of the company's marketing efforts, culminating in a set of key recommendations. I also developed a series of templates for story proposals, interview request emails, question lines and social media metrics. Finally, I put the strategy into action by writing a number of stories for company's website, which were disseminated via its social media platforms.

CONSULTANT

REDLINE ENGINEERING

2012

Redline Engineering is a Calgary-based firm specializing in electrical, mechanical and civil engineering. In 2012, the company was researching the potential of bringing a new software product to market. I was hired to explore the opportunity and to develop the marketing and commercialization plan. Core to the plan was a detailed timeline of commercialization tactics and communications strategies.

CONSULTANT

REDLINE INTERACTIVE

2011

Redline Interactive is a digital communications agency. In 2011, the company was transitioning from a primarily web focused firm to a fully integrated digital agency. I worked with Redline's leadership team to develop a comprehensive business development plan, which included analyzing the company's competition, target market, messaging, pricing and organization structure.

PUBLISHED

WORDS »

Common Sense Canadian
The Calgary Journal
J-Source
Tradeslife
Notice Magazine
Reflector
Otaku Ezine
MRU Course Book

DESIGN »

The Calgary Journal
Tradeslife
Notice Magazine
Japan Inc.
Web Designer's Idea Book
Details Magazine
iStock Design Spotlight

PHOTOGRAPHY »

Condo Living
Alberta Views
Tradeslife
Notice Magazine
Reflector
City Style & Living

VIDEOS »

CTV
PetaPixel

AWARDS

WINNER: CAJ AWARD

Risky decisions for Canadian cancer patients

2016

FINALIST: ACP DESIGN OF YEAR

We are all Treaty people

2016

FIND ME

LINKEDIN

www.linkedin.com/in/jesseyardley

TWITTER

www.twitter.com/jesseyardley

INSTAGRAM

www.instagram.com/jesseyardley