



Niwah Visser — Art Director **Fresh ideas communicated clearly.**

Professional Expertise:

Art Direction and Promotional Communications

- Creating marketing and communications materials based on marketing strategies and companies' objectives, including print and web related products for corporate clients and small business owners.
- Created marketing print materials for Science based clients such as Southlake Regional Healthcare Foundation by setting creative strategies based on the company's brand guidelines, with the objective to increase planned giving funds.
- Managed production of faculty promo video by liaising with creative team and internal stakeholders, growing the existing target market and raising the profile of the faculty among the Humber community and general public.
- Created strategic communications plans and social media strategies to help establish marketing department for the college's 2nd largest faculty (Faculty of Applied Sciences and Technology) with the objective to increase awareness of the faculty's 37 award winning programs.
- Spearheaded the development and implementation of social media channels by creating strategic content aimed at the platforms' various audiences, resulting in increased Instagram followers by almost 500% from 180 to 900, Twitter followers by 100%, and LinkedIn connections from 12 to 500.

Marketing Management

- Worked with director on promotional company motion graphic video liaising with creative team and external stakeholders to produce and project manage the video resulting in growing the existing target market, increasing investor funds and appealing to a wider audience
- Managed staff of 20 at multi-media exhibit in a fast-paced and cross-functional environment visited by 1000 guests per day resulting in smooth crowd control, pleasant viewing experience for audience and raising profile of Luminato Arts Festival.
- Managed and lead teams of up to 90 brand ambassadors across GTA retail channels providing training, coaching and motivation to reach campaign sales targets on national marketing campaigns for retailers Walmart, Loblaws, Whole Foods, Home Depot, Shopper's Drug Mart & Yves Rocher.
- Facilitated and negotiated relationships with retail staff to ensure Mosaic teams were supported in retail channels, ensuring key quality controls were met and 100% compliance was achieved as per client business objectives.

(See over)



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Professional Experience:

Freelance Art Director

- Self-employed, 2020 - Present

Marketing Lead

- Humber College, 2018 - 2020

District Manager

- Mosaic Sales Solution, 2016 - 2017

Marketing Manager

- Bee Vectoring Technology, 2015

**Exhibitions Supervisor and
Publication Coordinator**

- Luminato Festival Toronto, 2010-2011

Education and Qualifications:

- Toronto Metropolitan University, Toronto, Graphic Communications Management Certificate, Chang School of Continuing Education, 2021
- Sheridan College, Mississauga, Marketing Management post-graduate certificate, Graduated with High Honours, 2021
- University of Toronto at Mississauga, Bachelor of Fine Arts with Distinction, specialisation in Photography, 2004

Contact info:

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