

www.samberlot.com



## CONTACT

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## SKILLS

- Graphic Design
- Creative Layout
- Strategic Thinking
- Art Direction
- Leadership
- Project Performance
- Customer Service

## AWARDS

- Bronze | ADCC 2019 | New York Times
- Bronze | NAC 2019 | Bell
- Faculty Award | Mohawk College 2019

# SAMANTHA BERLOT

## DESIGNER/ART DIRECTOR

Advertising and Marketing Communications  
Management graduate with experience  
in art direction, design and branding.

## EXPERIENCE

Apr 2018 - present  
Print & Marketing  
Associate  
STAPLES CANADA

- Assessing customer needs and make recommendations that add value to their project.
- Executing orders in an efficient, accurate, and detailed manner.
- Technical proficiency and knowledge working with design, print and finishing equipment.

Mar - May 2020  
Art Director Intern  
ONEMETHOD

- Creative and strategic thinking to develop a unique interactive campaign for a local beer brand.
- Presentation of creative ideas to Creative Director and Account team.

Sept 2019 - Feb 2020  
Art Director  
THE AGENCY

- Creation and design of new social media and print content to build the brand.
- Direct collaboration with copywriters, project managers, media buyers and account managers.
- Presentations to faculty and client during creative process, project development and finished product.

## EDUCATION

Sep 2017 - Apr 2020  
(Advanced Diploma)  
MOHAWK COLLEGE  
ADVERTISING &  
MARKETING COMM.  
MGMT.

- Strategic and conceptual thinking for developing unique and powerful advertising campaigns from start to finish.
- Art direction, copywriting, layout design, basics of photography, graphic design and video editing.
- Talented and professional presentation of materials to clients through The Agency.

Sep 2016 - Apr 2017  
(Certificate)  
MOHAWK COLLEGE  
PRE-MEDIA

- Sample media programs including television, radio and journalism.
- Instruction on the role, realities and experience of working in today's media industry.

## VOLUNTEER

Dec 2017 - 2018  
McKeil School of  
Business Toy Drive

- Canvas and manage donations from various organizations and businesses.
- Set up and direct advertising for the event via social media.
- Deliver new backpacks filled with toys to 660 inner-city school kids.