



<b>Specialties</b>	<b>Branding/Marketing</b>	Branding strategy and design/digital and print
	<b>Corporate Communications</b>	Corporate design/digital and print
	<b>Direct Marketing</b>	1 to 1, data driven campaigns and static DM Design/digital and print
	<b>Packaging/POP/ Merchandising Display</b>	Design/production for Retail: Consumer goods - food/product

**Approach** Linda thrives on the creative interaction and motivation of a teamwork environment. She is a strategic thinker with a strong design background, paired with marketing know-how and sound knowledge of branding gained through leading brand experience such as BMW, FILA, BMO, LOWES and SIEMENS.

A consummate freelancer - Linda's contract experience in Toronto-based advertising agencies, design studios and companies is extensive. As a senior designer, Linda is capable of developing compelling design solutions that meet client's needs and exceed their expectations. Her skill level enables her to take the ball and run with it, from briefing onward. Beyond design, she is also capable of project management and all print production through to press.

**Education** Bachelor of Design in Communication | Nova Scotia College of Art & Design, Halifax, NS  
Commercial Art Diploma | College of Trades & Technology, St. John's, NL  
1<sup>st</sup> Year General Arts | Memorial University of Newfoundland



**Other Academic Achievements**  
Certified Registered Graphic Designer (RGD)  
Off-Campus Design Program | Chelsea School of Art, London, England  
Marketing Management Courses | George Brown College  
Surface Design | Ontario College of Art and Design  
Carpentry | Ontario College of Art and Design

**Work Experience** **Present**  
Creative Director, Gumbo Design Co, Toronto

**Past**  
Senior Designer, krplink, Toronto  
Senior Designer, Cundari Integrated Advertising, Toronto  
Graphic Designer, Neglia Design, Toronto  
Graphic Designer, E&B, Toronto  
Graphic Designer, Gumbo Design Co, Montreal  
Graphic Designer, Bristol Communications, St. John's, NL  
Graphic Designer, Dalhousie University, Halifax, NS

**Awards** Gold – International Programs – Canadian Marketing Association Award  
Ontario Printing Industries Association Award – DM Programs

“Linda is diligent, self-motivating and flexible, with the ability to assimilate into any new or existing project - in any design studio, for any client, in any sector - seamlessly.”



**Resources** Available for onsite or offsite work. Gumbo Design is a fully equipped studio, with colour printer, client use FTP server and secure file back-up. Clients benefit from Linda's long-term association with reliable trade printers and other service providers such as CMS/web developers, copywriters, illustrators, photographers, production artists, translators and PR/Media buying.

**Technical Ability** Design for print and digital, print production, surface design, fabric design, art direction for photography/illustration/video, technical renderings, custom dielines, illustration and 2D/3D mockup construction.

Proficient in the latest Adobe software: InDesign, Illustrator, Photoshop, MS Word, Powerpoint, Acrobat

**Experienced in all design and production aspects of the following mediums:**

**Packaging**

Paper and board, plastics, flexibles and rigid, glass, metal, NFP's, UPC's, vacuum forming, blisterpak, dielines

**Merchandising Display**

Acrylic, wood, metal, corrugate, coroplast, sintra, dye-sub on fabric, vinyl skins, vacuum molding

**Digital Web**

Front end design, outsource all CMS and development/html

**Signage**

Exterior/interior, backlit, wood engraved, awnings, neon, cut vinyl, acrylic, vacuum molded, laser cut metal, screen print

**Printing**

Offset litho, digital, flexo, foil, screen print, dye sub, UV Ink, large format, embossing, embroidery, dielines, varnish, 4+ colour, spot colour

**Sectors**

**Retail/Consumer**

- Merchandising Display
- Point of Purchase
- Product Packaging Design
- Food Packaging Design
- 1 to 1 Direct Marketing for web/print
- Direct Mail
- Advertising web/print
- Contest and Promotions
- Showroom/floor display

**Branding**

- Brand Identity/Logo Design
- All Brand Collateral
- Visual Standards Guidelines
- Brand Analysis

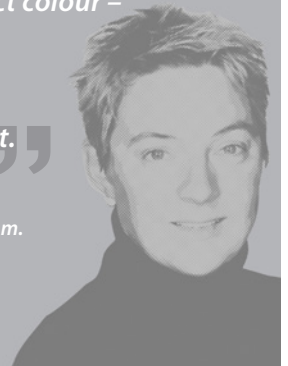
**Corporate**

- Print Communications
- Web Communications
- Integrated Campaigns
- Annual Reports
- Brochures
- Product Guides
- Video
- Trade Show/Exhibit Design
- Billboard/Large format
- Conference Materials

*“Although I wear many hats as a self-employed designer, my conceptual skills are my greatest asset.*

*The big idea , the right font, the winning shot, the perfect colour – on point, on time, on budget.”*

Linda Pelley  
RGD, BD Comm.





**Client History**

**Branding/Corporate/Advertising**

BMW  
Siemens  
Manulife  
CAA  
Ford  
Starplex Scientific  
Mr. Greenjeans Restaurant  
Music Industry Association  
Ontario Dental Association of Canada  
Fila  
Allstream  
BMO  
Apotex  
Koodo  
Blue Highway  
Maine Tourism  
Newfoundland & Labrador Tourism  
PEI Tourism  
VenGrowth Mutual Funds  
Dynamic Mutual Funds  
Harvey's Oil  
TD Bank  
Institute of Canadian Bankers  
Scotiabank  
Royal Bank  
VISA  
GiveGetGo  
National Ballet of Canada  
Ontario Dept. of Agriculture  
Insider Marketing Group  
EMCAD  
Harmony Printing  
Esthetic and Beauty Supply  
Business Portals  
Ontario Provincial Police  
Independent Electricity Systems Operator ( IESO)  
Cantel  
Veridian Corporation  
St. Lawrence Cement

**Retail/Packaging/Merchandising Display**

Nike  
IGA - Our Compliments  
Lowes  
Longo's  
Zei Olive Oil  
Stitches  
Anthony Braden Cosmetics  
Hair Botanique  
Black Diamond Cheese  
UMBRA  
Fernlea Flowers  
Rexall Pharmaplus  
Astra Zeneca  
Pfizer  
Glaxo Smith Kline  
Raani Foods  
CPI Plastics Inc.  
JML Canada USA Inc.  
Levis  
ICI Paints  
Blue Ribbon  
Sears  
HBC  
Canadian Tire  
Tim Hortons  
Visa  
Athletes World  
Glade  
Ferrero Rocher

**Non-profit Organizations**

YWCA of Canada  
Volunteer Toronto  
Ontario HIV Treatment Network  
METRAC, Metropolitan Action Committee on Violence Against Women and Children  
Canadian Crossroads International  
December 6<sup>th</sup> Coalition  
YWCA of Toronto  
Fred Victor Community Centre  
Sistering Womens Shelter  
CATIE, Community AIDS Treatment Information Exchange  
H.E.Y.Y. Youth Helpline  
U of T Polaris AIDS Research Study  
Heart and Stroke Foundation  
Health Hounds  
Voices of Positive Women  
Newfoundland and Labrador Housing Corporation  
Toronto Womens Bookstore  
Rose Apartments Special Needs Housing  
NL Willow Tree Heritage Society  
Heritage New Perlican  
2 Rooms Contemporary Art Gallery