

# CATHERINE GILBERT

 438-883-7955

 catherinegilbertdesign@gmail.com

 catherinegilbertdesign.com

## SKILLS

- Graphic design
- Web design (HTML, CSS, PHP)
- Wireframing, front-end development
- Video Edition
- Branding
- Communication strategy
- Newsletters and audience management
- Copywriting (newsletters, blogs, etc.)
- Social media management
- Motion graphics (After Effects)

## EDUCATION

### GRAPHIC AND WEB DESIGN

John Abbott College

2021-2023

### COMMUNICATION

University of Quebec in Montreal

2012-2015

### BFA CINÉMA

Concordia University

2010-2015

## EXPERIENCE

### MARTEL FOOD

Digital and social media specialist

June - September 2025 (3-month contract)

- Creation of a 2.0 version of their product catalogue (photo shoots, page designs, etc.)
- Creation of a structure and creation and writing of two monthly newsletters.
- Creation of a social media calendar for Groupe Martel and Crudessence.
- Social media management and content creation (Facebook, Instagram, LinkedIn, TikTok).

### THE DÉPÔT COMMUNITY FOOD CENTER

Communication Coordinator

February 2024 - January 2025

- Creation of an audience structure for Mailchimp and creation of a monthly newsletter for participants and a bi-monthly newsletter for everyone.
- Creation of visuals and brand guidelines.
- Social media management (Facebook, Instagram, LinkedIn, TikTok).
- Website management (PHP, HTML on WordPress).
- Video Edition for end of year review

### AUBERGE DU DRAGON ROUGE

Internship

May 2023

- Assisted with website updates and maintenance to ensure optimal usability
- Created promotional posters and visual assets for upcoming events on social media
- Captured and edited photos and videos formatted for social media platforms

### CATHERINE GILBERT DESIGN

Graphic and Motion designer for television and film

May 2022 - Now

- Designed on-set graphics for Québec film and television productions
- Created in-camera motion graphics used live during filming
- Developed screen content for props and set environments
- Collaborated with art department and production teams under tight deadlines
- Adapted visuals to technical and broadcast constraints

### CATHERINE GILBERT DESIGN

Graphic and Web Design

May 2022 - Now

- Design, build, and maintain websites (Wix, WordPress, etc.)
- Create and edit video content for social media and digital campaigns
- Develop brand identities, including logos and brand guidelines
- Design and write monthly newsletters aligned with brand voice
- Produce visual assets for digital marketing (web, social, email, ads)
- Ensure brand consistency and usability across all digital platforms

# REFERENCES

## LES ALIMENTS MARTEL

**Kim Dery (Conseillère RH) - Speak English**

kim@legroupemartel.com

(514) 493-9423 ext. 225

## LE DÉPÔT CENTRE COMMUNAUTAIRE D'ALIMENTATION

**Tasha Lackman (Directrice exécutive) - Speak English**

tasha@depotmtl.org

(514) 483-4680

## AUBERGE DU DRAGON ROUGE

**Alistair (Charles Viau) - Speak English**

alistair@oyez.ca

(514) 858-5711

## CATHERINE GILBERT DESIGN

Graphiste pour la télé et le cinéma

**Sabrina Tremblay-Gagnon - Speak French Only**

sabrinaprop@icloud.com

(514) 602-1622

Web Design

**Nancy Desaulniers - Speak French Only**

conferencesartdevoyager@gmail.com

(819) 442-1754