

khushboo Patel

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EDUCATION

Humber College
**Diploma, Advertising and
Graphic Design**
2022- 2023

GLS University
**Bachelor of Business
Administration, Marketing**
2016 - 2019

CERTIFICATES

Digital Marketing
HubSpot, Sep 2023

**Design Thinking: Customer
Experience**
LinkedIn, Jan 2022

Human-Centered Leadership
LinkedIn, Jan 2022

Color and Culture Connections
LinkedIn, Jan 2022

TOOLS

Adobe Suite · Photoshop · Illustrator
InDesign · G Suite · Canva · Figma
MS Office · Wordpress · Wix

SKILLS

Art Direction · Graphic Design
Copywriting · Aesthetic Judgement
Creative Thinking · Problem solving
Active listening

HOBBIES

Curating Pinterest Boards · Tattoos

EXPERIENCE

Full-time Leader - Fire & Flower Cannabis

Jul 2024 - Present

- Conduct onboarding sessions for new team members, ensuring alignment with company policies and safety protocols by providing constant updates to all team members on various projects.
- Consult around 70 consumers everyday in a fast-paced and competitive environment by professionally communicating cannabis consumption methods compatible with their lifestyle, resulting in 86% retention rate.
- Developed and implemented daily store operations procedures, including shipment, inventory count and cash handling.
- Ensured compliance with guidelines, maintaining an 81% KPI for operational efficiency by teaching customers about safe methods to reach their consumption goals within their budget, accumulating to 55% of the daily average store sales.

Graphic Designer - Insuranceland Inc.

Jun 2023 - Nov 2023

- Design Brand identity and brand guidelines, by translating the company's ten years old brand language and tone using color theory, layout techniques, typography and the right design principles.
- Ideated and executed design materials to support the retail marketing calendar, including campaign design, branding, and both print and digital graphic design.
- Design new website, signage, banners and other large-format print material for trade shows and collaborated with print company to learn about print fundamentals of the same.
- Brainstorm with the marketing team to develop ad campaigns, marketing strategies, social media calendars, and curate social-media, digital, and print ads.
- Design pitch documents, flyers, and mailers for B2B and B2C clients by creating functional designs and aesthetically pleasing page layouts.
- Revamped the website and pages layout to make it more user-friendly and functional to match the new brand identity.

Instructional Designer - Etech Global Services

Apr 2019 - Sep 2021

- Conducted orientation sessions for new hires and maintained a knowledge base of evolving product offerings.
- Ensured effective use of customer relationship management tools to track performance and engagement.
- Worked collaboratively with Subject Matter Experts and Technical Writers to effectively translate the department's procedures into meaningful training materials. Planned, coordinated and facilitated "Train the Trainers" events.
- Built supporting training material/media with LMS and open-source resources based on areas of opportunity identified through analytics to increase the performance metrics of various departments, mainly focusing on operations, by increase of 7.6% in the later half of the year.