



ERIC BORGES

Creative Director

ABOUT ME

A creative and qualified designer with advanced knowledge of both print and web design. I would like the opportunity to contribute my skills, experience and creativity with an organization that offers challenging and professional development opportunities.

CONTACT ME



(647) 406-7959



ericborges85@gmail.com
www.borgesdesigns.ca



Brampton, ON

HOBBIES

Fitness • Soccer • Hockey
Basketball • Swimming
Movies

EXPERIENCE

May 2023 - Present

CONTENT MARKETING ASSOCIATE

Element Fleet Management, Mississauga

Produce a wide range of digital and print creative materials, including emails, landing pages, e-books, blogs, case studies, datasheets, webinars, web ads, social media content, infographics, and sales presentations. I implement design best practices to ensure that all visual content adheres to the brand's voice, style, and tone. I collaborate closely with content managers, campaign strategists, sales and account teams, and product marketers to transform insights into engaging visual content. I also maintain a design and content calendar, developing and managing workflows to meet editorial and campaign deadlines efficiently.

Sep. 2022 - May 2023

CREATIVE DIRECTOR

The Next Trend Designs, Mississauga

Responsible as the Creative Director to oversee the department and report directly to the VP & CEO. I play a creative and technical role with TNT's marketing efforts including company flyers, mailers, e-mailers and any other marketing initiative TNT undertakes. Effectively work in partnership with the Production and Sales departments to ensure graphic requests are filled and completed by the scheduled timeframe. Provide TNT and its employees with print & web graphics for marketing, promotion and quotes. Work with TNT's sales and marketing teams on various social media platforms, updating content and managing various outlets as required.

May 2021 - Sep. 2022

DIGITAL & PRINT DESIGNER

Purity Life Health Products LP, Acton

Responsible for the creation of the bi-monthly catalogue that was over 400 pages and featured over 500 brands. Worked closely with the Marketing team to create launch schedules and visual graphics for all of the companies social media platforms. Conceptualized and designed all material for events, National Sales Meetings and Tradeshows. Updated and maintained the company website as well as the customer ordering website. Refreshed outdated company collateral with a consistent and modern look.

Mar. 2020 - May 2021

ECOMMERCE UX/UI DESIGNER

Sovi Creative, Mississauga

Conceptualized and implemented creative ideas for client websites. Created visual elements that are in line with clients' branding for marketing tactics. Responsible for design, graphics and online marketing materials for our clients' eCommerce Shopify stores. Worked closely with the marketing and development teams to ensure deliverables are in line with client briefs and eCommerce best practices. Used Google Analytics and e-mail campaign data to better understand the clients' needs and room for growth.

Aug. 2015 - Mar. 2020

ART DIRECTOR

Staples Promotional Products, Vaughan

Responsible for conversion of websites from a legacy platform to a responsive framework. Designed and built e-stores as per client specifications and brand standards. Designed and executed customer branded e-communications. Provided high quality designs in a fast paced environment.

Jan. 2012 - Aug. 2015

PRODUCTION COORDINATOR

Staples Promotional Products, Mississauga

Responsible for development and execution of print catalogues and digital communications. Provided suggestions and designs that focus on current trends and practices.



ERIC BORGES

Creative Director

ABOUT ME

A creative and qualified designer with advanced knowledge of both print and web design. I would like the opportunity to contribute my skills, experience and creativity with an organization that offers challenging and professional development opportunities.

CONTACT ME



(647) 406-7959



ericborges85@gmail.com
www.borgesdesigns.ca



Brampton, ON

HOBBIES

Fitness • Soccer • Hockey
Basketball • Swimming
Movies

EDUCATION

2004 - 2007

Package and Graphic Design Diploma

Humber Institute of Technology & Advanced Learning

CERTIFICATION

2023

Fundamentals of Next-Gen Marketing

6sense

2023

Element Fleet CX Academy Practitioner

Element Fleet Management

SKILLS

Adobe Photoshop



Adobe InDesign



Adobe Illustrator



Adobe XD



Adobe After Effects



HTML / CSS



Email Marketing



Social Media



Microsoft 365

