



qualifications

Fabian Folias: A dynamic, results-driven graphic/web professional with a strong organizational, visual and logistical skill set who is highly experienced in creative conceptualization, web design, online/e-mail campaigns, marketing, advertising, management and customer relations in a competitively demanding industry. Beyond my creative and technical skills, I am an outgoing team player with keen focus and a versatile presentation style.

- Exceptional Client/ Customer Relations Skills
- Exuberant Attitude Towards Creativity
- Strong Attention to Detail/ Editing and Proof-Reading
- Superior Communication Skills/ Team Player
- Excellent Organizational and Time-Management Skills
- Adept at Conflict Resolution
- Resourceful/ Problem Solver
- Self-Motivated/ Learn New Skills Quickly
- Dedicated to Company/ Client Project Assignments
- Superior Follow-Up/ Project Management Skills

technology skills

Actively maintain knowledge working cross-platform on Macintosh and PC based computers.

Programming / Database Applications

- Eclipse (Java)/ Visual Basic 2008/ Navicat (SQL)/ Oracle Database 10g

Web Applications

- JavaScript/ ActionScript/ PHP/ CSS/ HTML/ DHTML/ XHTML/ MySQL
- Install and configure servers for various Internet Services - SMTP, HTTP and DNS
- Maintenance of web servers utilizing Cpanel and Web Host Manager (WHM)
- Various Content Management Systems, e-Commerce and e-Marketing Portals (e-cards, newsletters, polls, etc.)
- Google Analytics/ Tracking

Social Media

- Facebook/ Twitter/ LinkedIn/ Various Blogging Platforms
- Well versed in Search Engine Optimization (SEO) and Search Engine Marketing (SEM) tactics

Adobe Creative Suite

- Dreamweaver/ Flash/ Fireworks/ Photoshop/ ImageReady/ Illustrator/ InDesign/ Premiere/ Acrobat Pro

Microsoft Office

- Word/ Excel/ Power Point/ Access/ Outlook/ Front Page

education

Fanshawe College (2010)

- Business Information Systems
 - Java / C++ / ASP .NET Programming
 - SQL Database Development
 - Networking Fundamentals Certification CCNA1

Xincon Computer Institute (2000)

- A+ PC/LAN Computer Technician

George Brown College (1996 - 2000)

- Web Page Publishing Foundation and Site Design
- Desktop Publishing Foundation and Design
- Graphic Design

Clarkson Secondary School (1995)

- Ontario Secondary School Diploma (OSSD)
 - Graduated with Technical Concentration

Actively update my knowledge of programming and database development as well as graphic, web and marketing/communications practices through various online tutorials and written materials.

professional experience

senior multimedia designer

Mar 2008 - April 2009

LMPR

- Working with a Marketing & PR firm, initiated, developed and managed the creation of concepts, presentations and final print and web media for various clients
- Participated in client meetings and assisted clients through the creative process to identify, organize, and manage strategic information
- Designed, coded and developed a variety of web, flash and video projects
- Integrated web design layouts with third-party content management systems (cms), consulted and coordinated with web developers for externally hosted projects
- Prepared files for print and facilitated the print process and requirements with company's external digital and offset print providers
- Set up and designed user interface for an online do-it-yourself print-on-demand portal and e-mail campaign management tool
- Produced interchangeable templates for usage with e-mail marketing and print-on-demand services

marketing & communications specialist

Feb 2006 - Mar 2008

Integro

- Managed the day-to-day operations for the conceptualization, production and execution for a wide range of internal and external communications through various print and electronic media for Canadian offices (Toronto, Montreal and Vancouver)
- Assisted with the design and maintenance of the company's brand standards and responsible for formatting corporate proposals, reports and presentations
- Produced direct marketing, sell-sheets, web-based flash promotions, advertisements, interactive cd proposals, e-cards and other collateral materials
- Liaised with Head Office (New York) to facilitate the set-up and deployment of multiple Canadian tradeshows and promotional marketing items

marketing specialist - senior multimedia designer

Jul 2005 - Dec 2005
(6 month full-time contract)

Cosmetic Laser College

- Worked with a start-up business in the Medical Spa Services and Training industry, produced corporate identity including company logo, website, design and layout of educational facility training manuals
- Designed various company collateral materials including postcards and sell-sheets
- Produced web-based advertisements and job postings for company's targeted online campaigns with Monster.ca and Workopolis.com
- Developed protocols in association with the company's call centre facility (FSA Group) including database design requirements
- Maintained strong relationships in day-to-day transactions with various external partners in accordance with company's development

senior graphic designer

Jan 2004 - Jul 2005

Aon Reed Stenhouse

- Formatted company documents, proposals, reports and presentations utilizing established brand standards and procedures
- Provided consultation with internal clients, evaluating, recommending and executing design components of marketing and communication projects/ initiatives
- Responsible for providing new-age design practices with evolved graphic standards and produced a new line company templates for internal and external communications including brochures, invitations, direct mailers, postcards, etc.
- Developed, from concept to execution, a wide range of marketing materials including advertisements, brochures, newsletters, flyers and web media solutions
- Assigned the role of Layout Artist for the company's monthly newsletter rendering a new design/layout and integrated the newsletter into an interactive e-mail PDF

professional experience (cont'd)

customer service and technical support

Coupled with professional advertising and multimedia graphic/web design experience, previous working assignments have included technical troubleshooting and customer support for online-based and technical organizations including LavaLife & Handspring Visor (Palm).

Responsibilities included assisting customers via telephone and e-mail with general inquiries, technical support inquiries and maintaining client information through various Point of Sale (POS) databases.

freelance

professional marketing, advertising, multimedia service

Since 2001, I have provided freelance services collaborating and designing from concept to completion, print and web media for a variety of clients and organizations.

An online portfolio showcasing work can be found at: <http://iamfabian.com>

volunteer

marketing and communications committee

Feb 2010 - Present

Habitat for Humanity London

Provide strategic, practical and creative direction on various Habitat initiatives including electronic communications and print collateral.