

FADY GHALI

57 Sedgeway Heights | Vaughan, ON L4H 3A9
Phone 416 804 0620 | E-Mail fadyghali@gmail.com
Portfolio fadyghalidesign.com



CAPABILITIES

- Creative and innovative with strong written and oral communication skills
- Exceptional problem solving & analytical skills, with the ability to manage multiple projects and deadlines
- Reliable, motivated, and goal-oriented with an acute attention to detail

EDUCATION

Ryerson University (BComm)
September 2010 - June 2015
Marketing Major
Communications Minor | Finance Minor

Seneca College
September 2015 - December 2016
Digital Graphic Design Certificate
Web Design | Photoshop | InDesign
Illustrator | Dreamweaver | HTML | CSS

Dublin Institute of Technology
January 2014 - May 2014
Exchange semester in Dublin, Ireland

RECOGNITION

- Work featured on CBC, BlogTO, Yahoo! News, National Post, The Conversation
- Illustrator and animator on animated web series, [Wild Tales](#)

REFERENCES

Available upon request.

PROFICIENCIES



EXPERIENCE

NOVEMBER 2019

JANUARY 2022

Fleet Complete

Toronto, ON

Graphic Designer & Video Editor

- Owned the design of printed and digital collateral, branded sell sheets, and product briefs from end-to-end
- Designed pitch decks for customer-facing sales presentations
- Produced and edited footage and customer testimonials for Fleet Complete products and solutions
- Developed logos and graphics for products and services
- Provided creative support to global teams across the organization for campaigns and projects
- Ensured all collateral and video follow Fleet Complete's brand identity and voice

JANUARY 2013

PRESENT

Fady Ghali Design

Toronto, ON

Graphic Designer

- Interpret the clients' business needs and develop creative concepts and ideas to suit their purpose
- Provide innovative new design briefs within the constraints of cost and time
- Use a variety of programs within the Adobe Creative Suite to offer clients creative design solutions with high visual impact

AUGUST 2016

MARCH 2017

Hobart Canada

Toronto, ON

Inside Sales and Marketing Specialist

- Assisted with the creation of promotional material
- Built and maintained a professional relationship with primary clients
- Maintained a thorough understanding of the client's business, marketing challenges, and sales/revenue targets
- Assisted other marketing personnel with national trade shows and sales/training meetings
- Increased the efficiency of the current tech lead program through CRM research and optimization
- Oversaw the translation and creation of promotional materials for the Quebec market