

# FADY GHALI

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Portfolio [fadyghalidesign.com](http://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

- [YouTube Channel](#) 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

APRIL 2022

PRESENT

### Evolve PR

Trailer Specialist & Video Lead

- Interpret client briefs and create eye catching trailers that align with the client's objectives and expectations
- Incorporate 2D/3D assets to develop dynamic, cutting-edge motion graphics for trailers and other marketing content (title cards, end slates, logo animations, and more)
- Contribute to the development of pitches, concepts, scripts, and animatics that are unique and attention-grabbing
- Assist with developing, maintaining, and monitoring timelines/budgets for video projects to ensure time is being used efficiently
- Liaise with staff and other departments at Evolve, as well as clients, to provide strong assets for our social media and PR efforts

NOVEMBER 2019

JANUARY 2022

### Fleet Complete

Graphic Designer & Video Editor

- Lead 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 customer testimonials, product explainers, CEO announcements, and corporate sizzle videos
- 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 followed Fleet Complete's brand identity and voice

JANUARY 2013

PRESENT

### Fady Ghali Design

Graphic Designer & Video Editor

- Develop and edit engaging video content, including promotional videos, social media assets, and testimonial videos, tailored to client and brand needs
- Design digital and print assets using ensuring consistent visual identity across platforms
- Optimize video content for various social media platforms, ensuring high performance and user engagement