

**TYLER N. HESHKA**  
**(778) 848-2321**  
**me@tylerheshka.com**

**HIGHLIGHTS OF QUALIFICATIONS:**

- Eight years of agency and freelance copywriting and graphic design experience
- Prize-winning copywriter for "Conceivable", winner of Best Print Ad at the Best of 2002 Canadian Agricultural Marketing Awards
- Recipient of a Diploma in Creative Communications, and a Bachelor of Arts in English Literature
- Experienced in Photoshop, Illustrator, InDesign, Dreamweaver, Flash, GoLive, Premiere, After Effects, and QuarkXPress

**RELEVANT EXPERIENCE:**

**Reseller communications specialist**, SMART Technologies, September 2006 to present

- Developed and oversaw the design and launch of the SourceWire and SMART News Flash e-newsletters
- Coordinate and write all outgoing communications to the reseller channel including e-newsletters, invitations letters, news bulletins, sales pieces and custom e-mails
- Maintain and update content for the SOURCE reseller website
- Work with editing department to ensure all outgoing communications conform to SMART style guides
- Liaise with executive management, product management, marketing specialists, training specialists and other departments to ensure information presented to the reseller channel is accurate
- Work directly with channel marketing group during product launches to ensure marketing materials and web pages are in place in time for launch and assisting with creation and editing if required
- Create and launch e-mail campaigns using e-marketing software

**Web designer**, Datanet Consultants, Montreal, Fall 2004, January 2006 to June 2006

- Designed a variety of client sites, and designed company's own promotional website

**Digital Effects and storyboard artist**, Merge Records, Chapel Hill, August 2005

- Assisted in the development of digital effects and animation using Adobe After Effects for the Arcade Fire's music video "Neighborhood # 1 (Tunnels)"
- Illustrated storyboards for animated sequence in music video

**Copywriter**, Paragraphics, Montreal, June 2005 to July 2006

- Wrote packaging/advertising copy and help develop brand identity for new products

**Graphic designer**, Youth With A Mission, Dunham, April to August 2005

- Designed and developed promotional materials, Flash animation and a print ad for YWAM's 2006 programs

**Subtitle editor**, Softtiter Canada, Montreal, February to March 2005

- Edited grammar and created notes about idioms/cultural references to prepare subtitles for translation into other languages
- Clients included Universal Pictures, Warner Brothers, and Fox for recognizable TV series such as "Quincy", "Six Feet Under" and "Garfield and Friends"

**Graphic designer**

**Recording Artist Michael Knott, Los Angeles**

**October 2003 to August 2004**

- Designed CD insert, tray insert, and CD label for Michael's "Comatose Soul" album

**Graphic designer  
McGill University  
Spring 2004**

-Designed professional-looking annual student journal for the North American Studies group

**Graphic artist and communications officer  
Curieux artistic community  
September 2002 to July 2006**

-Design posters and publicity  
-Plan events

**Production and administrative assistant  
Precision Graphics, Montreal  
April 2002 to April 2003**

-Organized, proof-read and prepared advertising for promotional advertising note boards  
-Ensured advertising was up to clients' standards, and increased level of communication between graphics team and clients

**Assistant copywriter  
Fusion Communications, Winnipeg  
September to October 2001**

-Wrote copy and developed creative concepts for print ads  
-Assisted Senior Writer with research, proofreading and editing  
-Developed content for high-traffic websites

**Communications officer  
Intrinsix Canada, Winnipeg  
Summer 1999 and Summer 2000**

-Wrote story-generating press releases for Intrinsix-developed sites  
-Developed content for Intrinsix sites  
-Contributed news and opinion stories to increase traffic for [www.intrinsix.net](http://www.intrinsix.net)  
-Developed and wrote site proposals to heighten interest of potential clients and contacts  
-Wrote promotional pieces about Intrinsix web pages for distribution at trade shows and to potential customers

**EDUCATION:**

Red River College, Creative Communications Diploma: Advertising Major  
September 1998 to June 2000

University of Winnipeg, Bachelor of Arts: English Literature  
September 1992 to June 1996

**REFERENCES:**

Available upon request