



# Maisha Timmerman

## Art Director

I aim to use my experience in art direction, photography, communication, and production to help organizations build successful brands and grow a sustainable customer base. I seek to use my collaborative approach, combined with an attention to detail and organization to ensure all projects align with client visions and missions.

## Contact

### Phone

519-760-1525

### Email

maisha.timmerman@gmail.com

### Address

155 Municipal St, Guelph, ON

## Education

2024

**Advertising and Marketing  
Communications Management**  
Mohawk College

2018

**High School Diploma**  
Woodland Christian Highschool

## Expertise

- Adobe Creative Suite
- Art Direction
- Photography
- Videography
- Content Design
- Communication

## Awards

2024

### ADCC Award Show

My team and I won bronze for our  
*Aritzia Wear Your Symptoms*  
campaign.

## Work Experience

### 09/2024 - Present

Rooftops Canada | Kampala, Uganda

#### Digital Content Creator

- Researched and created engaging content for digital platforms such as Instagram, Facebook, X, LinkedIn, and the SSA website.
- Produced, edited, and published videos for social media platforms.
- Created visual content using design tools (e.g., Adobe Creative Suite, Canva).
- Wrote compelling copy for social media captions.
- Captured high-quality images for use in digital content, including event coverage.

### 07/2024 - 09/2024

Rooftops Canada | Huambo, Angola

#### Communications Officer

- Created and developed innovative forms of communication.
- Produced content for digital communication.
- Created and managed a photo and video database.
- Designed and edited project documents.
- Organized and coordinated the project's internal communication related to meetings and ensuring the follow-up of agreed actions.

### 03/2024 - 05/2024

The Vintage Marketplace | Hamilton, ON

#### Social Media Content Creator Intern

- Brainstormed and created content for Instagram, Facebook, and X.
- Created paid advertisements for Instagram.
- Worked with Adobe Creative software and Canva.
- Followed all the guidelines given by the internship mentor.
- Documented the event through photography and videography.

### 09/2023 - 03/2024

Mohawk Agency | Hamilton, ON

#### Art Director

- Developed a Creative Brief for clients.
- Worked with a team to develop strong social media campaigns.
- Lifestyle and product photoshoots.
- Worked with Adobe Creative suite.
- Conducted client and faculty meetings.
- Presented strategy decks and creative concepts to the client.

### 05/2023 - 09/2023

Grundy Lake Provincial Park | Britt, ON

#### Head Gate Attendant

- Assisted customers with their reservations and any inquiries they had.
- Ensured that other gate staff accomplished their tasks and resolved their questions.
- Completed timesheets, bank deposits, and shift reconciliations.
- Set up camp store, restocked and counted all merchandise.



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05/2022 - 09/2022

Camis I Guelph, ON

### Customer Service Analyst

- Assisted customers with their reservations and any inquiries they had.
- Ensured that other gate staff accomplished their tasks and resolved their questions.
- Completed timesheets, bank deposits, and shift reconciliations.
- Set up camp store, restocked and counted all merchandise.

02/2021 - 09/2021

Camis I Guelph, ON

### Call Centre Agent

- Answered any customer calls for Ontario Provincial Parks, Gatineau Parks, and TRCA.
- Helped customers make reservations at a variety of parks, using CAMIS software.
- Answered any questions customers had about basic park information.
- Took payments and provided refunds to customers.

08/2018 - 08/2022

Chatime I Guelph, ON

### Tearista

- Maximize customer experiences through the high-quality preparation of tea and toppings for drink orders.
- Handle cash and take customer orders.
- Clean the counters, sinks, and machines throughout the day.
- Ensure accurate closing procedure at the end of the day.
- Training and orientation of new employees.

## Volunteer Work

05/2024 - 07/2024

CODE I Remote

### Art Director

- Helped design the organization's fall campaign.
- Developed and pitched creative concepts that aligned with the project's objectives.
- Review designs, photography, and graphics to ensure they meet the project's standards and vision.
- Create visual elements and designs that align with the project's goals.
- Maintain timelines for project deliverables, ensuring deadlines are met.

12/2017 to 08/2018

Guelph Humane Society I Guelph, ON

### Animal Care Taker

- Volunteer with the caring of cats and dogs.
- Socialize cats that need more human contact.
- Walk and play with dogs that need more exercise and activity.

09/2017 - 05/2018

New Life Christian Reformed Church I Guelph, ON

### GEMS Counselor

- Volunteered with girls in grades 3-8.
- Helped lead and plan lessons and also led fun activities for the girls.

## Life Experience

08/2012 to 06/2014

### Africa, Malawi

- Lived in Malawi for two years with my family, where I learned about other cultures and gained a broader view of the world.