



2032 Creighton St. - Apt. 1
Halifax, NS B3K 3R2

T. 709.740.0868
E. DARRELL@DPHOTO.G.CA

WORK HISTORY

2005 - 2006

Production Artist - M5 Marketing Communications

2006 - 2013

Art Director - TOTAL GROUP Marketing Communications

2009 - CURRENT

Photographer / Owner - D. EDWARDS & Co. Photographic Services

2013 - 2016

Creative Director - PLUM Creative Works

2016 - 2018

Studio Lead - Dc Design House

2018 - 2023

Multimedia Designer - Mysa Smart Thermostats

2024 - CURRENT

Multimedia Designer - Feed Nova Scotia

SKILLS

- Client services and relationship-building
- Expertise in Adobe Creative Suite
- Extensive video editing experience in Final Cut Pro, After Effects, and Adobe Premier
- Aesthetics, color theory, and typography
- Social media content creation and digital marketing
- Thoughtful, holistic, brand-focused design
- Data-informed, results-driven marketing strategy
- Brand management at scale
- Problem-solving skills, solution-minded
- Time management in multi-project production scenarios
- Goal-focused creative ideation
- Prioritizing actionable inclusion and diversity



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AFFILIATIONS & VOLUNTEER WORK

- Regional Judge (Atlantic Canada) for the Radio Marketing Bureau's Crystal Awards.
- Regional Judge for the Skills Canada Graphic Design Competition.
- Janeway Telethon's social media desk (Children's Miracle Network Telethon)
- Marketing & Membership Committee (Canadian Home Builders' Association - NL)
- Graphic Designer for TEDxStJohn's, Marketing Lead for TEDxHarboursidePark (multi-year roles)

REFERENCES

Corrina Parent - Content Strategist (Former Manager/Communications Specialist - Feed Nova Scotia)

Verb Interactive

E. corrinalp@gmail.com

T. 250.218.9428

Daan Goossens - VP of Strategy (Former Head of Growth - Mysa Smart Thermostats)

CoLab

T. 709.769.3455

Jillian Thorne - Operations Supervisor (Former Senior Copywriter - Dc Design House)

The Friends of the Public Gardens

T. 709.691.4345

VICTORIA BELBIN - CEO (Former Photo Client - Canadian Home Builders' Association - NL)

Atlantic Canada Aerospace & Defence Association

E. victoria@ac-ada.ca