

MARKETING PORTFOLIO

PORTFOLIO

Selected Work from 2012 - PRESENT



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CONTENT

INTRODUCTION

A stationed traveller drawing inspiration from their surroundings.

GRAPHIC DESIGN

Utilizing a collaborative approach, ensuring an enjoyable and exciting creative process.

DIGITAL MARKETING

An understanding of the foundation of any business is a the key to success.

WEB DEVELOPMENT

Designing responsive, engaging, and visually focused websites prioritizing an exciting customer experience.

CONTENT CREATION

Curating and creating specialized content that evokes emotion and tells a story to your consumer.

CLIENTS

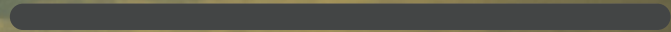
Fortunate to work with fantastic clients from across the world.

THANK YOU

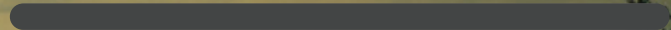
INTRODUCTION



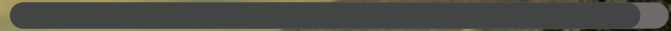
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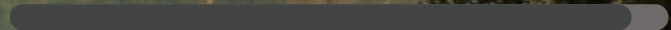
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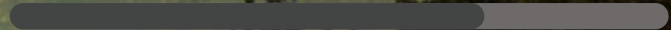
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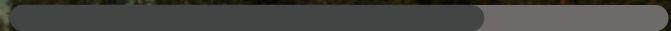
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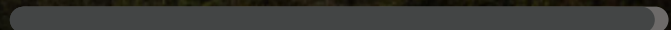
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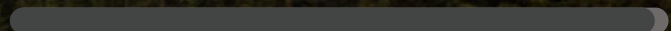
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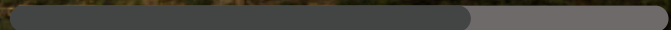
FACEBOOK ADS MANAGER



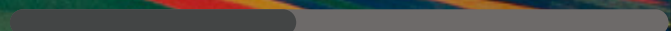
GOOGLE ADS



HTML/CSS



JAVASCRIPT



Jillian Tester
JILLIAN TESTER





Jillian Tester

Introduction

A driven, strategic marketer with 10 years of experience who incorporates creative ideas and implements leading-edge technological solutions that stand out within a competitive landscape. Possessing a strong understanding of what influences and drives consumer behaviour, with a passion for building brands and shifting brand perception to achieve strong-commercial success - taking a collaborative approach to achieve the best outcomes.

Technical

DIGITAL

Google Ads
Google Merchant Center
Meta (Facebook/ Instagram Ads)
Meta Eccommerce Manager
Bing

WEB

HTML/CSS
Javascript
Wordpress
Squarespace
Shopify

DESIGN

Photoshop
Illustrator
Premiere Pro
Indesign
After Effects
Lightroom

Professional

Web Development
Graphic Design
Content Creation
Photography/Videography
Digital Marketing Strategy
Apparel & Collateral Design
Stakeholder Relationships



Graphic Design

Utilizing a collaborative approach, ensuring an enjoyable and exciting creative process. I will work with you closely on revisions, fine-tuning and tweaking to ensure we have comprehensively executed the perfect design for your company.



NOVEMBER 2022

FALL EXHIBITION **COLD REGIONS WARMING AND CONTEMPORARY CONSCIOUSNESS**
ON UNTIL JANUARY 2023
Cold Regions Warming is an interdisciplinary collaboration between artist Gennadiy Ivanov, Global Water Futures, and scientists John Pomeroy and Trevor Davies. The exhibition depicts locations in Canada impacted by global warming. Contemporary Consciousness features the work of two Canadian artists, Alexandra Ewen and Joshua Jensen-Nagle, who explore our oceans in contrasting ways – from microplastics to photographs.

LIVE EVENT **WORDS AND WINE: A MOUNTAIN READING**
NOVEMBER 6 - 6 PM
Join the Banff Centre Mountain Film and Book Festival and the Whyte Museum for an evening filled with subtle tones paired with robust earthy flavours. Mountain writers Pete Takeda, Michael Kennedy and Claire Cameron read from old and new work at this popular free event. Hosted by Doña Paula Wines.

LIVE EVENT **BOOK TALK: THE ECOLOGICAL BUFFALO**
NOVEMBER 1 - 7 PM
Once numbering in the tens of millions, the buffalo played a significant role in the varied ecosystems they occupied and for the Indigenous peoples who depended on them. Join author Wes Olson for an intimate look at the myriad connections this keystone species has with the Great Plains.

WHAT'S ON AT THE WHYTE

WHYTE Museum

Design is the intermediary between information and understanding.

DATA-DRIVES DECISIONS

DIGITAL MARKETING

An understanding of the foundation of any business is a the key to success. I will work with you to help discover and clarify your purpose, understand your customers, uncovering potential drawbacks, and defining tangible goals. Using an all encompassing approach to digital marketing where data drives descisions. Using a multifaceted approach with reporting and applicaiton to provide the best results.



Google Tag Manager

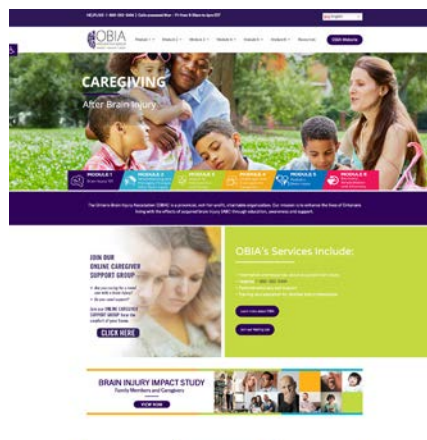
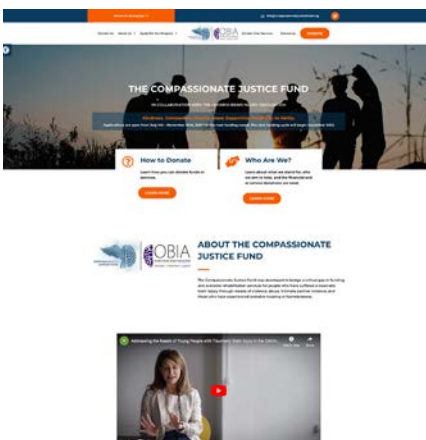
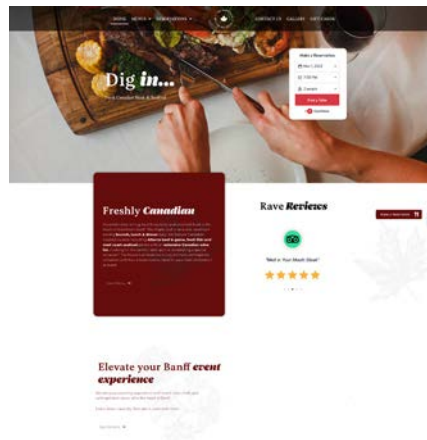
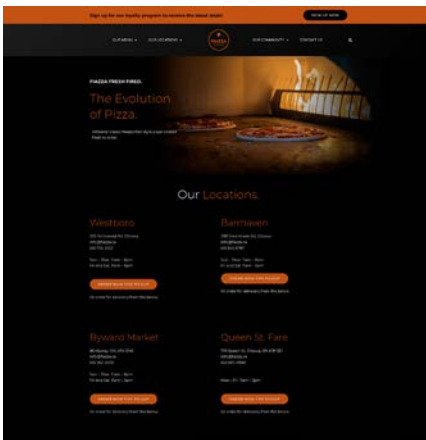
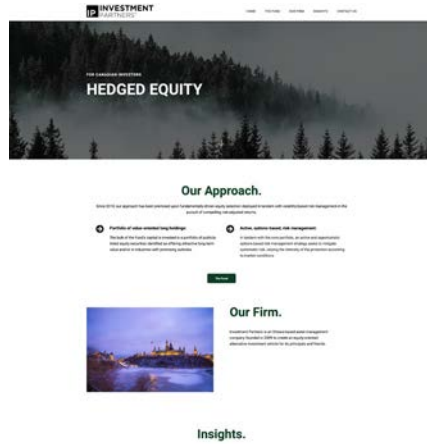
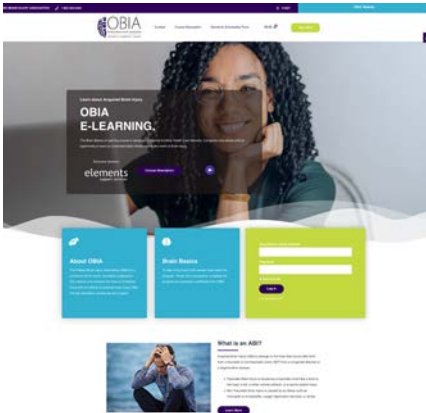


Google Ads



Web Development

Designing responsive, engaging, and visually focused websites prioritizing an exciting customer experience. Let's design a new website customized to your business, optimized for your customers, and based on your marketing objectives.



A user interface is like a joke. If you have to explain it, it's not that good.

CONTENT CREATION

CONTENT

Curating and creating specialized content that evokes emotion and tells a story to your consumer. Combined with forward thinking and a flexible approach, we take a collaborative approach to planning so we are fully prepared for execution.



Fillian Tester



Taking an image, freezing a moment, reveals how rich reality truly is.

Fortunate to work with fantastic clients from across the world.

Happy and grateful to serve the most amazing clients



SkiBig3

A collective joint venture between Banff Sunshine, Lake Louise Ski Resort and Mt. Norquay. Selling Banff National Park as a must ski destination to travellers.

Role: Front-end web development, content creation and graphic design.



Banff Hospitality Collective

A multi-concept restaurant collective. Our 14 restaurants, a distillery and brewery all within walking distance to downtown Banff.

Role: Front-end web development, graphic design and digital marketing.



Whyte Museum

The Whyte Museum of the Canadian Rockies is a gathering place to engage with the evolving history, peoples, cultures, environment, and ideas of mountain cultures.

Role: Graphic design and digital marketing consulting.

NZSki

NZSki is the owner and operator of three distinctively different South Island ski areas; Coronet Peak, Mt Hutt and The Remarkables.

Role: Marketing, front-end ecommerce web development, management, content creation.

tartanbond™



tartanbond

An integrated communications agency where brands and companies come to grow.

Role: Digital reporting, web audits, copy writing, animation and graphic design.

OBIA

Provincial charitable organization. Aiming to enhance the lives of people living with the effects of acquired brain injury.

Role: Developed a LMS website and awareness site.



Unilever

Buff & Protect Our Winters

Buff is a global brand with products ranging from headwear, headbands, caps, and hats. POW helps passionate outdoor people protect the places we live and lifestyles we love from climate change.

Role: Designed two 'Protect Our Winter' collections showcasing animals in their environment.

Unilever

Unilever is an umbrella company for products including food, condiments, ice cream, cleaning agents, beauty products, and personal care. Some which include: Dove, Axe/Lynx, Ben & Jerry's, Hellmann's and more.

Role: Graphic design, video creation and animation for internal programs.



QUESTIONS? EMAIL JILLIAN@THESTATIONEDTRAVELLER.COM



Thank you.

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Providing creative and innovative solutions



Fillian Tester