

G. WILLIAM BELYEA

15-1821 Willow Crescent
Squamish, BC V8B 0L9
780.909.2983

www.linkedin.com/in/willbelyea/
will@belyeacreative.co
belyeacreative.co

Employment Background

- **Digital Pre-Press Technician / Graphic Designer / Social Media Coordinator / Content Creator**
Cowan Graphics Inc., Edmonton, AB November 2013 to Present (2024/25 in a freelance capacity)
Lead proofing and output artist responsible for complex, short time frame production projects. Building and maintaining brand standards as well as curating and monitoring all of Cowan Graphics' social media and online content.
- **Freelance Graphic Designer / Web Developer / Technology Lead**
Concrete Global / FroxBox Bridal, Edmonton, AB September 2012 to Present (2024/25 in a freelance capacity)
Graphic, multimedia and website creation on a variety of projects for new and existing businesses. Consultation, coordination and implementation of new software/technology for web shop services.
- **In-House Graphic Designer**
O'Canada Gear, Edmonton, AB May 2009 to December 2011
Manipulating client-supplied artwork for a variety of promotional marketing reproductions. Colour correcting images, designing, re-drawing logos and low resolution graphics for optimal production standards. Re-design and management of a successful online store built with HTML and CSS.
- **DJ & A/V Technician**
Belyea DJ Services, Edmonton, AB April 2006 to Present
Corporate and wedding event DJ, A/V, sound and light technician. Experienced in planning, scheduling, transport and coordinating large events as well special production audio edits for client requests.

Education

- **Northern Alberta Institute of Technology**
Graphic Communications Certification, Digital Pre-Press Technology. 2008-2009
- **French Immersion**
12 years (K-11). Edmonton Public Schools. 1991-2003

Skills

- In-depth knowledge of current large format print technology, file preparation / manipulation, substrate applications, fabrication techniques, brand standards management and compliance.
- Expert skill level in the Adobe Creative Cloud software and Microsoft 365 environments run on either the Windows or Macintosh operating systems. Specific expertise in InDesign, Illustrator, Photoshop, Premiere and Power Point used daily for the last 9 years.
- Wordpress, Squarespace, Shopify CMS website construction and management.
- Social Media copy writing, photo editing, digital illustration, content creation, brand management, and search engine optimization.
- CSS & HTML customization.

Volunteer Activities / Professional Associations

- Shambhala Music Festival - Artist Relations Site Operations - site maintenance, materials handling, parking coordination and logistics July 2022, 2023, & 2024
- Psychedelic Association of Canada - Social Media Content Team - Graphic Design, Canva-based May 2021 - May 2023
- Blue Quill Condo Board Corporation - Secretary - Graphics, Scheduling, Communications June 2019 - July 2023
- Committee Chairperson representing O'Canada Gear
Military Family Resource Center Annual Charity Golf Tournament 2009 - 2011
- Tutor, Calculus, University of Alberta 2005
- Jr. Varsity Basketball & Volleyball Coach. Strathcona Composite High School 2001-2004

References

Available upon request.