

NIGEL GORDIJK B.A. (HONS.)

Community Communication

OVERVIEW

Graphic designer with 35 years' experience, including nearly 20 years of self-employment and several years as a local journalist. Enthusiastic and eager to help clients engage with the community, share their message, and raise their profile across the region. Creative ideas, innovative thinking, and values-based attitude.

WORK EXPERIENCE

Community Communicator Self-employed

July 2003 - Present

- Building connections and relationships through **graphic design, copywriting, social media, photography** and **video**.
- Meeting with clients to determine their goals and projects' parameters.
- Designing websites and printed marketing/communication collateral (logos, brochures, posters, t-shirts).
- Writing scripts for PSAs, shooting and editing videos, using animation apps.
- Conducting interviews, taking photos, and writing profiles.
- **Clients:** Terry Fox Foundation, Supportive Housing of Waterloo, Family & Children's Services WR, Women's Crisis Services WR, 100 Women Who Care: Wilmot.

Journalist The Wilmot-Tavistock Gazette

October 2020 - October 2022

- Pitched ideas for articles that highlight stories of local interest.
- Specialized in covering topics that showed the diversity within the community.
- Built trust within the community while covering sensitive and controversial topics.
- Conducted interviews with and took photos of community leaders and residents.

Organizer (Volunteer) Wilmot Terry Fox Run

2013-2022

- Organized events that raised funds for the Terry Fox Foundation to support cancer research.
- Increased annual funds raised from \$1,760 in 2013 to over \$41,000 each year from 2019 to 2022.
- \$21,449 raised in total before 2013; \$262,730 since then (equivalent to 92.5% of total funds raised in Wilmot).
- Designed official 2018 Terry Fox Run t-shirt. 45,000 sold in Canada, which raised \$835,000 for the Terry Fox Foundation.

Contact

nigelgordijk@gmail.com
519-569-9551
commonsensedesign.net
New Hamburg, ON

Education

B.A. (Hons.) in
Graphic Design,
London College of
Printing (U.K.)
1985-1988

Skills

- Graphic design
- Copywriting
- Photography
- Video Production
- Social Media

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

- Facebook
- Instagram
- Twitter
- YouTube
- LinkedIn
- Buffer
- Mailchimp
- Eventbrite
- SurveyMonkey

- Microsoft Word
- Microsoft Excel

Samples of creative and written work are available at commonsensedesign.net