

BRAND STRATEGIST: JANESEA MCKELL

ASPIRATION: ...to communicate; beautifully and accurately, utilise design thinking and properly contextualize the Caribbean experience.

SCHOOLED AT:

Bishop Anstey High School
Emmanuel College (Boston, MA, USA)

Daniell College of Excellence
ROYTEC

SUBJECTS STUDIED:

[English - Distinction; Math - I; Add Math - A; POB - II;
Geography - III; Computer Science, Economics, Accounts - B;]

Design and Composition, Basic Drawing I & II, Survey of Western Art
General Psychology, Graphic Design [Studio]

Marketing, Fundamentals of Business Organizations,
Managing Distribution Channels, Market Research and Statistics

EXPERIENCED:

...as Graphic Designer

@ Laser Graphics Marketing - Jan 2003 - Feb 2004

@ Corbin Communications - Mar 2004 - Sept 2005

@ greenInk - A Multimedia Production House - Sept 2005 - 2011

@ VIRB [Villiers Interactive Research & Branding] - Aug 2009 - Dec 2010

...as Website Designer/Developer

@ greenInk - A Multimedia Production House - Sept 2005 - 2010

...as Brand Strategy Consultant

@ greenInk Ltd - Online + Offline Brand Strategy - Jan 2012 - now

SKILLSET:

Brand Strategy Consultation **Marketing Planning**

Online and Digital Communications Strategy

Graphic Design Website Design and Development

Expert Proficiency with Adobe Design Applications

Proficient in HTML(5), CSS(3)

Expert Proficiency with Content Management Systems