

Grace C. Visconti

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Overall Accomplishments

As a dynamic entrepreneur and self-motivated professional, the principles of creativity, versatility, leadership, innovation, and teamwork have been utilized. Applying graphic design, writing, and editing skills for required projects created value. Employing a visionary approach while implementing effective communication directed at end users, businesses, NGOs, and governments, was a successful strategy. Goals have been reached as a Graphic Designer, Writer, and Editor using a combined visual and literal approach to facilitate positive change.

Education

1985 – 1986

Sheridan College, Oakville, ON, Canada

One-year 3D Computer Animation Program (Certificate)

1980 – 1984

Ontario College of Art and Design, Toronto, ON, Canada

Four-year Communication and Design Program (Honors Diploma)

1976 – 1979

University of Toronto, Toronto, ON, Canada

Three-year Bachelor of Arts Degree

Major in English, Minor in Art (General B.A.)

Experience

2000 – 2017

Freelance Graphic Designer, Writer, Editor, Blogger, Eagleheart Dynamic (Calgary, AB)

From 2000 – 2017, services as a Freelance Graphic Designer, Writer, Editor, Blogger and Proofreader under the business name Eagleheart Dynamic were outsourced. Graphic design, writing, editing, and proofreading were done for print and the web to generate business for clients. Services were provided onsite and remotely for companies in Canada such as:

SenergyIR (2016), Quantum Minerals Corp. (2016), Blush Lane Organics (2016), Mercury Publications, Western Grocer (2015), Canadian Securities Exchange (2015-2016) Blue Chip Recruiting (2017, 2014), Registered Rep Jobs, Shalem Society For Senior Citizens Care, Resource World, The Bike Shop, Alberta Venture, H. Ash and Associates Real Estate, Milestones Spa, Tadger Group International, Shiatsu Academy of Tokyo, The Crohn's and Colitis Foundation of Canada, University of Calgary, Soul Vibration Instruments etc.

Writing for these European and US companies is ongoing: CoinIdol (Bitcoin/Blockchain Writer Europe 2016-2017), Genoo and Genoo US clients (Ghostwriter/Blogger US 2017). Past jobs were done for Crowdability (US 2016), Global Mix Radio (US), Omnilingua Worldwide (US), Pipeno Inc. (US), Telco Financial Services Inc. (US), Computer Training Source (US) etc.

- *Highlight Accomplishments: Created value for many companies as graphic design, writing, and editing helped to promote various businesses through visual and literal means. This enabled success through effective communication for print and the web.*

2015 – 2017

Photographer Contributor, Fotolia/Adobe Stock Photos (Calgary, AB)

Supplied photographs and other images for this website to serve the needs of clients, in particular, Graphic Designers, since this is the company that manages Adobe stock images.

- *Highlight Accomplishment: Supplied various photo images and graphic images.*

2006 – 2017

Photographer Contributor, iStock by Getty Images (Calgary, AB)

Supplied photographs for this popular image website to serve the needs of clients.

- *Highlight Accomplishment: Supplied photo images of landscapes and cityscapes of Alberta and British Columbia for customers needing images for various purposes.*

- 2011 – 2016** **Alberta Environmental Writer, Digital Journal** (Toronto, ON)
<http://digitaljournal.com/user/478348/news>
Conducted interviews, researched, wrote and edited environmental articles featuring current environmental news in Alberta. Also, travel articles were written that included photo essays.
• *Highlight Accomplishment: Created awareness about many environmental issues specific to Alberta and Canada. Additionally, original photos were featured in travel articles.*
- 2011 – 2015** **Corporate Blogger, Web Lead Sales Writer and Business Development Associate, Guarantee RV** (Calgary, AB)
Supplied web content for the Guarantee RV Blog where interviewing skills, writing and photography created value and interest. Engaged various RV manufacturers in interviews that generated consumer appeal for a wide range of RV products. Outlook (Business Contact Manager) was utilized for sales tracking. Used RVs were searched for on Kijiji to resell.
• *Highlight Accomplishments: Provided visual and web content which engaged consumers that led to some sales; wrote letters; generated web leads for sales; and searched for used RV products on Kijiji for resale.*
- 2011 – 2012** **Freelance Web Design Consultant, YellowWood Networks** (Calgary, AB)
Web design consultant duties included: WordPress theme analysis, creating revised color palettes, photo recommendations, image editing, graphic design, logo creation, writing, editing and video suggestions for diverse companies.
• *Highlight Accomplishment: Worked with the YellowWood Networks team to customize WordPress themes for clients' businesses thus improving their image on the Internet.*
- 2010 – 2012** **Part-time SEO Writer and Editor, eCopywriters** (San Diego, CA)
Supplied SEO descriptive paragraphs on a wide range of topics and edited other writers' SEO descriptive paragraphs.
• *Highlight Accomplishments: Wrote and edited SEO descriptive paragraphs for businesses to increase their SEO presence and ranking on the Internet. Many businesses benefited from SEO writing contributions and editing, as they were repeat customers of eCopywriters.*
- 2011 – 2012** **Part-time Freelance Independent English Tutor**, (Calgary, AB)
Assisted students in Language Arts as a Freelance Independent English Tutor.
• *Highlight Accomplishment: Tutoring resulted in better grades and writing skills for students.*
- 2009 – 2012** **Calgary Environmental News Examiner, Examiner.com** (Calgary, AB)
Researched, interviewed, wrote and edited environmental articles for Calgary and Alberta.
• *Highlight Accomplishment: Created awareness about controversial environmental issues, i.e. protests regarding many nuclear plants to be installed in four quadrants of Alberta. Note: This website is no longer operational.*
- 2010** **Part-time Writer, Pipeno Inc.** (New York, NY)
Canadian Rockies Lifestyle and Tourism Guide
Lifestyle and tourism in the Canadian Rockies were explored.
• *Highlight Accomplishment: Created a website concept featuring lifestyle and tourism in the Canadian Rockies for international travelers. The Nourish Bistro article about the best restaurant in Banff, Alberta, highlighted the owners. International exposure was gained for this quaint, all natural vegetarian restaurant voted the best in Banff, Alberta.*
- 2007 – 2010** **Editor and Proofreader, Omnilingua Worldwide** (Cedar Rapids, IA)
Proofed, edited and formatted data sheets, slideshows, brochures, CDs and Technical Manuals for the high-end medical technology and automotive sectors.
• *Highlight Accomplishments: Adhering to tight deadlines, large documents were proofed and edited after translators were finished. One assignment, 1,000 pages long, was completed in 4 days. Tight deadlines were always met with this busy translation company.*

2006 – 2007 **Web Content Forum Writer for InbOx.com, Forum Shock and Wired Flame** (Virtual)
Wrote for online forums where interesting discussions were generated to proliferate traffic for specific websites.
• *Highlight Accomplishments: Started discussions on a broad range of topics.*

1990 – 1999 **Graphic Designer and Writer – Print** (Toronto, ON)
Worked as an employee, freelance, and contract Graphic Designer in Toronto for these select companies: Ogilvy & Mather (Studio 88); Harbourfront Corporation; City of Toronto (Communications Division); International Council for Local Environmental Initiatives (ICLEI); Mackenzie Financial Corporation; and Shiatsu Academy of Tokyo. The writing career was initiated in Toronto and included features for technology and alternative health magazines.
• *Highlight Accomplishment: Worked as a Freelance Graphic Designer for the International Council for Local Environmental Initiatives (ICLEI) from its inception. Many newsletters were designed and produced that reported on worldwide cities engaged in environmental initiatives for sustainable solutions.*

Computer **Hardware and Software**
• Hardware - Mac Intel (OS X Version 10.5.8, Processor 2 x 2.8 GHz Quad-Core Intel Xeon); and Dell PC.
• Software - Microsoft Office 2010 (PowerPoint, Word, Excel, Publisher, Visio, Outlook – Business Contact Manager); Microsoft Office 2016 Home and Business for Mac; Adobe Creative Cloud 2015 (Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat), Connect for Mac, PC; Quark Xpress; WordPress (CMS); CSS; HTML; MailChimp; and Google Analytics.

Interests **Healing Arts**
Received Certification as a Shiatsu Practitioner through the Shiatsu Academy of Tokyo in 1992 (Toronto, ON) and maintains a national membership with the Natural Health Practitioners of Canada (NHPC). While spearheading the drive to regulate shiatsu in Toronto, graphic design and writing were used to educate government officials and the public about shiatsu in support of the preventive medicine paradigm. Mobile shiatsu is practiced part-time in Calgary, AB now.

Miscellaneous
Current interests include sewing, cycling, photography, social networking (business), writing, filmmaking, screenwriting, travel, videography, finance, web content generation, Copyblogger, and taking an extensive Internet Marketing course through ContentZap Academy.

Volunteering
2016 **2016 Volunteer (Events), National Music Centre** (Calgary, AB)

2015 – 2017 **Volunteer Curator, Viewbug** (San Diego, CA)
<http://www.viewbug.com/member/visionarygrace>
Curated for the popular Viewbug photo contest website and submitted photos to contests.
• *Highlight Accomplishments: Welcomed new photographers to Viewbug and participated in the Viewbug community. In 2015 and 2016 photo submissions were rated in the top 10%.*

1999 – 2012 **Volunteer Graphic Designer, Writer, Editor and Photographer, The Crohn's and Colitis Foundation of Canada (CCFC), Calgary Chapter** (Calgary, AB)
• *Highlight Accomplishments: Designed, edited and produced the quarterly News & Views newsletter in collaboration with researchers from University of Calgary to bring knowledge, understanding, and groundbreaking research to patients and families.*

Associations **Member of Professional Associations in Ontario, and Alberta, Canada**
Association of Registered Graphic Designers of Ontario (RGD) as well as the Natural Health Practitioners of Canada (NHPC).