

# GINAYA JESMER

Photographer | Videographer | Graphic Designer | Writer

[hello@ginayajesmer.com](mailto:hello@ginayajesmer.com)



## Education

### Red River College Polytechnic, 2023

Creative Communications Diploma

- Specialization: **Advertising & Marketing Communications**
- Recipient of Women in Media Foundation Award (2021)
- Journalism, public relations, and media production

## Communications History

### Assembly of Manitoba Chiefs, 2024 - 2025

Communications & Social Media Coordinator

- Wrote copy, designed graphics, and photographed workshops
- Managed social media channels (Facebook, Instagram, LinkedIn)

### Indigenous Chamber of Commerce, 2023

Communications Intern

- Managed projects and social media
- Created content for blog posts, social media, newsletters, and various graphics
- Maintained the company's website

### APTN, 2022-2023

Communications Assistant

- Wrote copy for creative features and for television shows
- Photographed cultural events

### IntegrateIT, 2022

Team Lead

- Led a team of 7-8 creative e-commerce staff members

### Manitoba Music / Indigenous Music, 2021

Indigenous Music Development Intern

- Wrote copy, planned campaigns, designed graphics, managed social media, photographed/videographed events, conducted outreach, made presentations, etc.
- Attended the International Indigenous Music Summit



### Canadian Mental Health Association, 2020

Youth Mental Health Worker Communications Assistant

- Graphic design, social media, and media productions

Huddle, Youth Hub Advisor Board Member

- Manitoba Youth Hubs Integrated Youth Services Initiative
- Strategic planning i.e. values, architecture, hiring of staff, programming, branding, etc., working with various stakeholders, etc.

### CKUW 95.9FM, 2012- 2018

Radio Host

- *Only Cowards Sing at Night* and *Static On the Prairies*
- Co-hosting music shows, interviewing, working with audio equipment, helping with annual "Fundrive" telethon, promoting at street festivals, etc.

## Certifications

### Coursera

Indigenous Canada, 2021

- a 12-week course offered by the University of Alberta

### LinkedIn

Content Marketing Foundations, 2023

Excel Essentials Training, 2022

### Google

Fundamentals of Digital Marketing,  
2022

### Hootsuite Academy

Social Media, 2022

Hootsuite Platform



## Key achievements

- Women in Media Foundations Award (NSI)
- Working Draft Magazine, 2021 (writing)
- The Projector, 2019 (writing)
- Dark Beauty Magazine, 2015 and 2018 (photography)
- Nuit Blanche, 2017 (photography)
- Salon Magazine, 2015 (photography)
- Animikii Ozoson's Wall of Pride, 2014 (biography)
- Manitoba Music, 2014 (photography)
- The Uniter, 2014 (photography)
- RAW: Natural Born Artists, 2014 to 2016 (photo exhibits)
- Stylus Magazine, 2012 to 2016 (photography and writing)
- The Edge Gallery & Urban Art Centre, 2013 (photo exhibit)
- Winnipeg Free Press, 2012 (photography)

## Technology and social media

- Microsoft (Teams, Outlook, etc.)
- Adobe Creative Suite (Photoshop, Indesign, Audition, Premiere Pro, Illustrator, etc.)
- Social media including Facebook, Instagram, Twitter, LinkedIn, Snapchat, YouTube, etc.
- Web development programs such as Squarespace and WordPress

## Customer Service History

### Chaeban, Don's Photo, Sunglass Hut, Telesolutions

Created, hosted, and promoted monthly events

- Built and maintained long-lasting customer relations
- Trained staff and supported team environment
- Hosted photo walks and photo workshops
- Set up visual merchandising displays
- Photographed merchandise for eBay
- Designed promotional material

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