

Nigel Gordijk

DESIGN AND COMMUNICATION SPECIALIST

PROFESSIONAL PROFILE

Nigel specializes in community-based marketing for businesses and non-profits, using graphic design and social media communication. He is a design and marketing specialist with over 30 years of commercial experience, including running his one-man company since 2003. Formerly trained, with a B.A. (Hons) in Graphic Design, Nigel's background is originally in design for print. He has built on this discipline by developing skills in web-based design and communication. He was born in London, England and has been based in New Hamburg, ON since 2007. He is highly active in the community.



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www.commonensedesign.net



16 Amberdale Way,
New Hamburg, ON N3A 0C1

EDUCATION

B.A. (Hons) in Graphic Design

London College of Printing,
London, United Kingdom
1985-1988

SKILLS

- Graphic design for print and web
- Social media communication and marketing
- News releases, blog posts, press articles

TOOLS

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Dreamweaver
- Social media apps: Facebook, Twitter, Instagram, YouTube, LinkedIn

WORK EXPERIENCE

SELF-EMPLOYED GRAPHIC DESIGNER

New Hamburg, ON (2007 – present)
Brighton, England (2003 – 2007)

- Became self-employed while still living in England. Continued after arriving in Canada in 2007.
- Has worked with clients from across Waterloo Region since moving to New Hamburg.
- Commercial clients have included the Township of Wilmot (designed the previous version of its website), Terry Fox Foundation, Harold Albrecht MP (designed a previous version of his website), Interfaith Counselling Centre, Tri-County Mennonite Homes, Mountainoak Cheese.
- Created engaging, memorable and relevant communication campaigns using graphic design (branding, print, web) and social media (multi-platform).

COMMUNITY INVOLVEMENT

- Co-organizer of the highly successful Wilmot Terry Fox Run with my wife, Cheryl, since 2013: <https://goo.gl/sNMkw9>. Creates and executes a year-round, multi-platform marketing campaign (as a volunteer). Donated the design for the official 2018 Terry Fox Run t-shirt (<https://goo.gl/7qdDWV>).
- Created the popular local community Twitter account, @LoveWilmot: <https://twitter.com/LoveWilmot>.
- Core member of Healthy Wilmot: www.healthywilmot.ca.
- Wilmot Responds marketing and communication coordinator. Brought together Wilmot community to create a video that welcomes newcomers: <https://goo.gl/vme1iC>.
- Volunteers at the Wilmot Family Resource Centre Poor Boys Luncheon, New Hamburg Santa Claus Parade, Wilmot Canada Day celebrations, and St. Agatha StrawberryFest.
- Executive member and Marketing Director of the New Hamburg Board of Trade, 2007-2015.

LINKS

WRITTEN BY NIGEL GORDIJK

- **Wilmot councillors help raise awareness about domestic abuse**
www.newhamburgindependent.ca/news-story/9709668-wilmot-councillors-help-raise-awareness-about-domestic-abuse/
- **Meadow Acres hosts charity fashion show in Petersburg**
www.newhamburgindependent.ca/whatson-story/9665291-meadow-acres-hosts-charity-fashion-show-in-petersburg/
- **'I hope I don't fall and break my good leg': Remembering Terry Fox's visit to New Dundee**
www.newhamburgindependent.ca/community-story/9495356--i-hope-i-don-t-fall-and-break-my-good-leg-remembering-terry-fox-s-visit-to-new-dundee/
- **Wilmot businesses boost local Terry Fox Run's bottom line**
www.newhamburgindependent.ca/community-story/9213286-wilmot-businesses-boost-local-terry-fox-run-s-bottom-line/
- **Wilmot Terry Fox Run takes next step in fundraising with a new CD**
www.newhamburgindependent.ca/community-story/9185391-wilmot-terry-fox-run-takes-next-step-in-fundraising-with-a-new-music-cd/
- **Terry Fox moved a nation, one step at a time**
www.newhamburgindependent.ca/opinion-story/7104072-terry-fox-moved-a-nation-one-step-at-a-time/
- **A warm welcome and exquisite cuisine awaits at The Royal York**
www.joyoftravel.ca/category-article.php?A-warm-welcome-and-exquisite-cuisine-awaits-at-The-Royal-York-138

ARTICLES BASED ON NEWS RELEASES BY NIGEL GORDIJK

- **Wilmot eager to offer warm welcome to Syrian refugees**
www.therecord.com/news-story/6207923-wilmot-eager-to-offer-warm-welcome-to-syrian-refugees/
- **A warm Wilmot welcome for new refugees**
www.newhamburgindependent.ca/news-story/6224664-a-warm-wilmot-welcome-for-new-refugees/
- **Third record-breaking year of fundraising for Wilmot's Terry Fox Run**
www.cbc.ca/news/canada/kitchener-waterloo/terry-fox-run-wilmot-new-hamburg-struggling-fundraising-1.4297043

INTERVIEWS WITH NIGEL GORDIJK

- **The Power of Terry motivates residents**
www.therecord.com/news-story/9535389-the-power-of-terry-motivates-residents/
- **CKMS Community Connections With Nigel Gordijk**
<https://radiowaterloo.ca/ckms-community-connections-for-22-july-2019-with-krista-hovsepian-and-nigel-gordijk/>
- **Digital Marketing 101 and social media tips that help promote your farm**
www.country-guide.ca/2015/06/26/digital-marketing-101-and-social-media-tips-that-help-promote-your-farm/46925/

REFERENCES

- **Martha McClew: Provincial Director (Ontario), The Terry Fox Foundation**
416-924-8252
Martha.McClew@terryfoxrun.org
- **John Jordan: Businessman**
519-272-3112
johnjordancfp@icloud.com
- **Debb Hoffman: Interfaith Counselling Centre, Board Chair**
519-998-4311
hoffhers@gmail.com