

HELLO, I'm Zach Ellison

Graphic Designer & Creative Director

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SKILL SET

I'm a Graphic Design Specialist with more than a decade of experience.

The focus of my work is helping institutions and organizations realize their creative vision to meaningfully engage their audience with outstanding visuals.

Adobe Photoshop



Adobe Illustrator



Adobe InDesign



Final Cut Pro X



WordPress CMS



HTML 5



CSS 3



Microsoft Office



SOCIAL MEDIA

ZACH ELLISON



Antisemitism is toxic to democracy, an assault on our common humanity, and as we've learned only too painfully and too well that while it begins with Jews, it doesn't end with Jews.

Irwin Cotler

Special Envoy for Preserving
Holocaust Remembrance and
Combatting Antisemitism



**NATIONAL DAY
FOR TRUTH AND
RECONCILIATION**



Develop compelling visuals for social media for a diverse consumer base across multiple platforms. Tailor design content to effectively target each platform's unique audience.

Maintain knowledge of best practices and marketplace trends for social media.

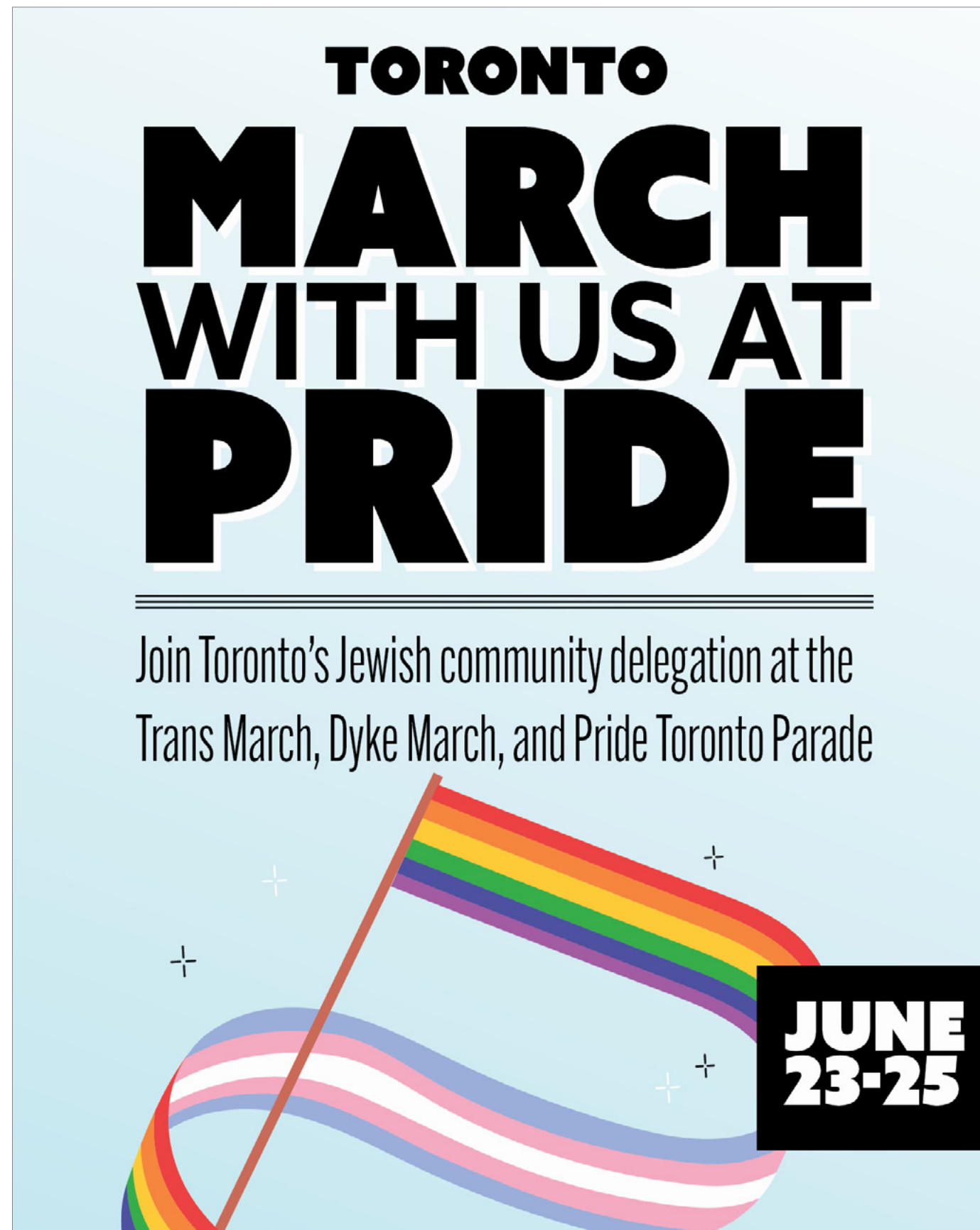
SOCIAL MEDIA II

ZACH ELLISON

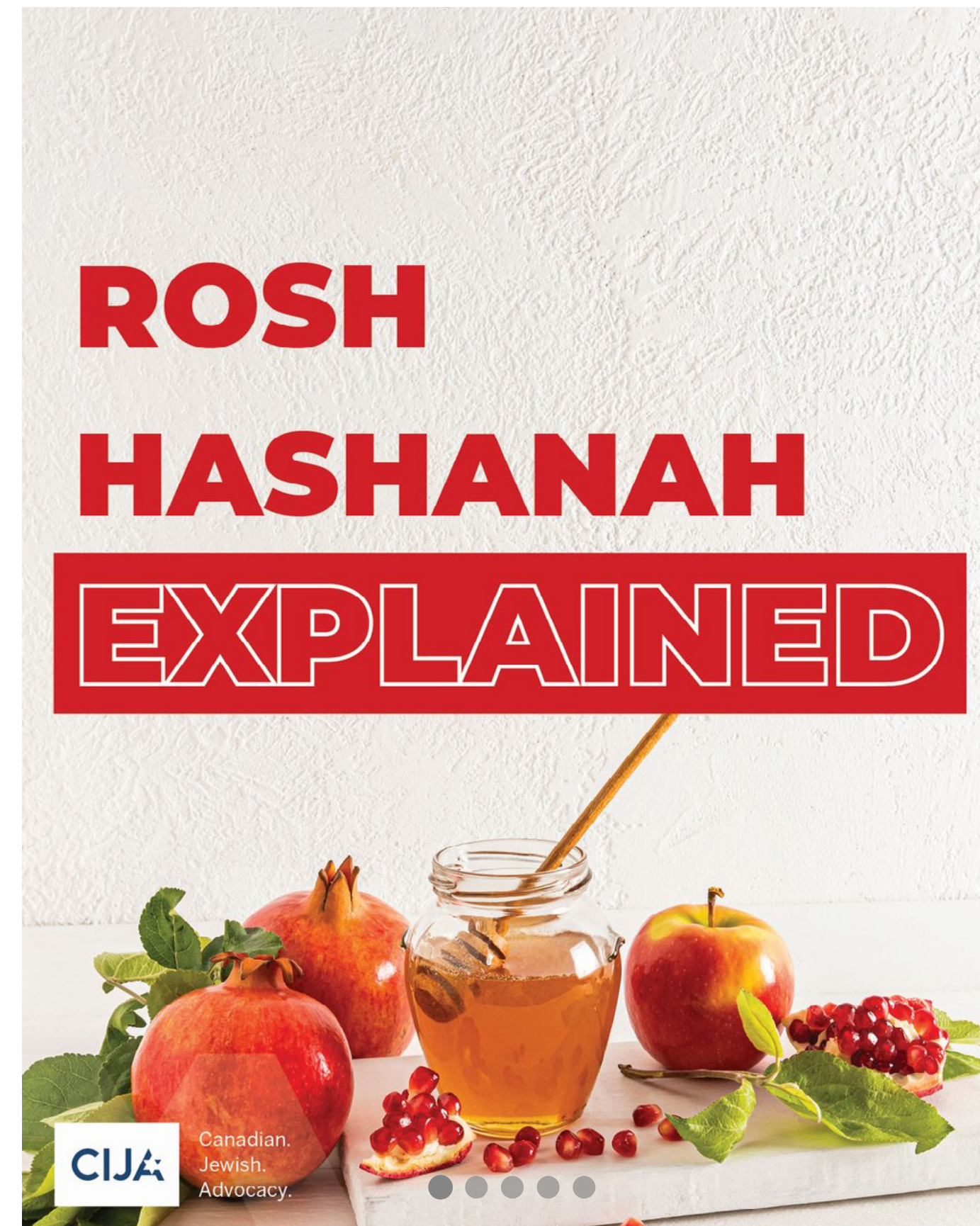
TORONTO
MARCH WITH US AT PRIDE

Join Toronto's Jewish community delegation at the Trans March, Dyke March, and Pride Toronto Parade

JUNE 23-25



ROSH HASHANAH EXPLAINED



CIJA Canadian Jewish Advocacy

GILA MÜNSTER'S 4TH ANNUAL
8 GAYS OF CHANNUKAH
QUEER JEWISH VARIETY SHOW
BENEFITING MACHANE LEV

Sunday, December 18th 2022
Doors open 7:30PM
Show 8PM-9:30PM
Ages 19+ | Tickets 25\$
Cash bar onsite

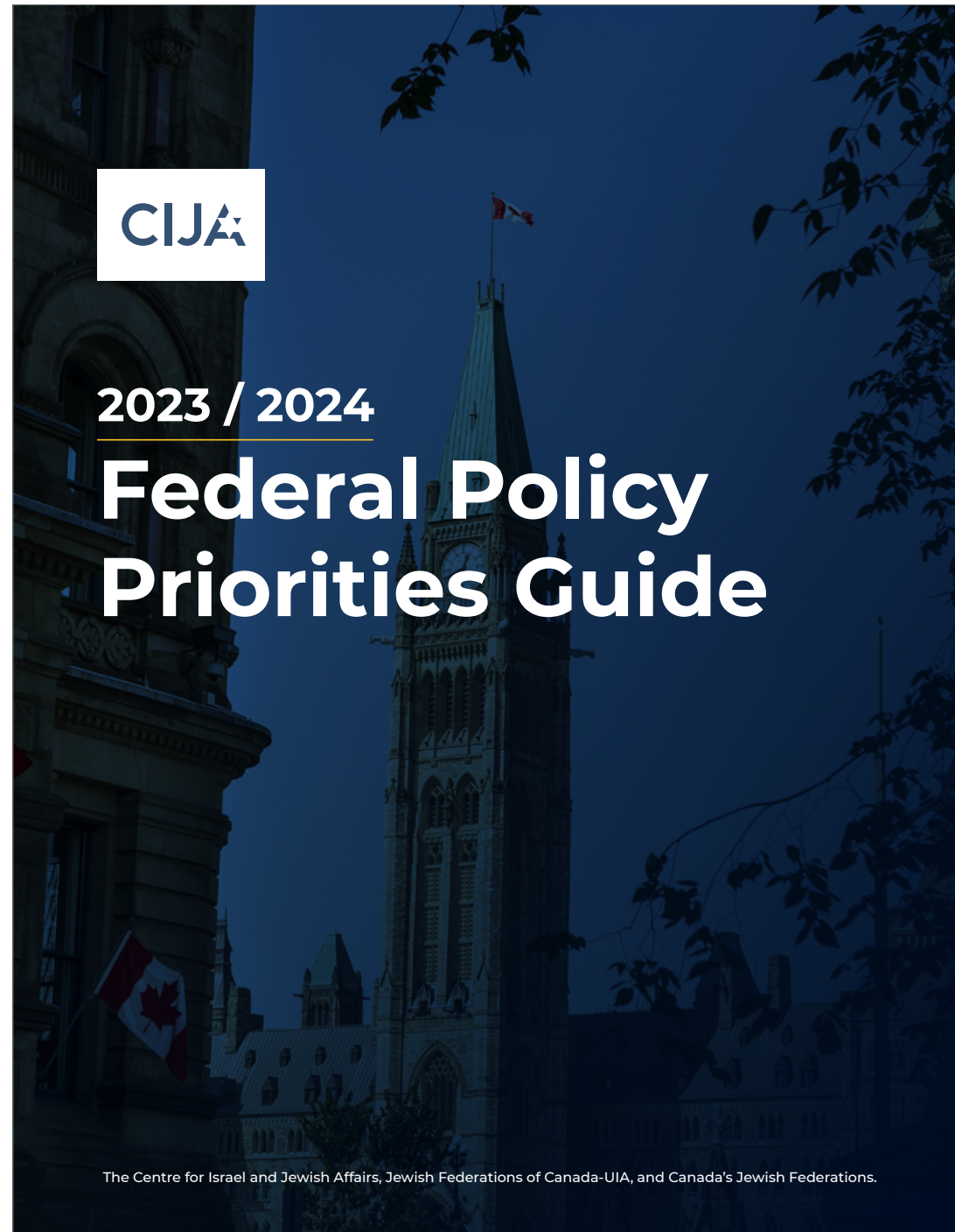
Centre for Social Innovation
720 Bathurst St, Toronto



PRINT LAYOUT

ZACH ELLISON

Produce accessible print materials that elevate the work of CIJA's government relations and public affairs staff. Print guides inform elected officials, community members, and other prominent Canadian leaders to help them stay apprised of issues brought forward by Canada's organized Jewish community.



Build a more accessible Canada

According to Statistics Canada's 2017 Canadian Survey on Disability, more than six million Canadians, or 22% of the population, identify as living with a disability. Persons with disabilities are more likely to have shorter life expectancies, live in poverty, and earn less compared to Canadians without disabilities.

Recommendations

- Reform the Disability Tax Credit to ensure it is more inclusive, particularly for those with non-physical and / or episodic disabilities that make gaining employment difficult; and work with disability advocates to make the application process more accessible.
- As promised in the Minister of Finance's Mandate Letter, change the Canadian Caregiver Credit from a non-refundable to a refundable tax credit to ensure that all Canadians caring for relatives with a physical or mental impairment are treated equally.
- Implement a National Caregiving Strategy.
- Enact national long-term care standards that include sufficient funding and enforcement to be effective.
- Improve the Registered Disability Savings Plan by making withdrawals in situations of financial distress or housing needs less punitive, bringing them in line with withdrawal regulations for RRSPs.
- Review the impact of the ten-year rule to allow people under age 60 to access their RDSP funds.



Support non-profit social services

Canada's social service providers are in crisis. The COVID-19 pandemic increased demand on services across the board and, while many non-profits were able to access emergency federal funding in the early months of the pandemic, this funding is now exhausted. However, demand for services has not slowed.

Canada's non-profits are struggling to hire, train, and retain the staff needed to function. For example, according to the Ontario Nonprofit Network, programs providing childcare, family counselling, and support for those facing homelessness have had to cut back hours and availability.

Statistics Canada's results of its *Canadian Survey of Business Conditions Report* indicate that 32% of employers in the non-profit sector believe retaining skilled staff will be an obstacle over the coming period, while 36% are concerned about recruiting skilled staff. Average salaries in community non-profits are already 35% lower than the economy-wide average in Canada.

Current grant options are limited in scope and availability and are usually focused on programming.

Recommendations

- Establish a Non-Profit Strategy that will provide the multi-year support needed to stabilize the non-profit sector.
- Introduce emergency funding for non-profit social services to address short-term urgent capacity needs.
- Amend exemptions from capital gains tax under the Income Tax Act to encourage the donation of real estate or private corporation shares to registered non-profits.

DONOR RELATIONS

ZACH ELLISON

Words & Deeds
LEADERSHIP AWARD

CIJA

HONOURING
ANDRÉ DESMARAIS &
FRANCE CHRÉTIEN DESMARAIS

June 20, 2023

June 20, 2023
5:30 – 8:00 p.m.

Oval Room
Ritz-Carlton Montreal
1218 Sherbrooke West

Business dress
Kashruth observed

RSVP

Please confirm your plans to attend by filling out the form found here or contacting:

Élaine Lalonde
e.l@globalphilanthropic.ca
1 514 947-9072
wordsanddeeds.ca

WORDS & DEEDS CO-CHAIRS

Stephen Bronfman &
Claudine Blondin Bronfman



ANDRÉ DESMARAIS O.C., O.O.

André Desmarais is Deputy Chairman of Power Corporation, a position he has held since 2008. He previously served as President and Co-Chief Executive Officer of Power Corporation from 1996 until his retirement in February 2020. Many cultural, health, and other not-for-profit organizations have benefited from his commitment, involvement, and dedication. He has played key roles in a number of fundraising campaigns, including those of the Montreal Museum of Fine Arts, the Montreal Heart Institute, the Montreal General Hospital, Leucan, the Canadian Red Cross, the Canadian Cancer Society, Centraide of Greater Montreal and the Jean Paul Riopelle Foundation. He is Chairman of the Fondation Baxter & Alma Ricard, a member of the Chairman's International Advisory Council of the Americas Society, Honorary Chairman of the Canada China Business Council, a member of the Trilateral Commission and of several China-based organizations.



FRANCE CHRÉTIEN DESMARAIS C.M.

A dedicated philanthropist and lifelong volunteer, France Chrétien Desmarais is Chair of the Board of TES h2 Canada Inc, a founding member and Executive President of Precinomics Health Solutions Canada Inc, and she currently sits on numerous Boards in the health, research and social development sector. She is Co-chair of the Riopelle Centennial celebrations, as well as the Founding Chair of the Canadian Olympic Foundation. She was recently President of the Board of Directors of the Society for the celebrations of Montreal's 375th anniversary. Aiming to positively impact society, she leverages her business knowledge by supporting diverse organizations in shaping their foundations, business models, financial structures and diversifying their talents.

CIJA

The Centre for Israel and Jewish Affairs (CIJA) is the advocacy agent of Jewish Federations across Canada. CIJA is a national, non-partisan, non-profit organization whose mission is to preserve and protect Jewish life in Canada through advocacy and to advance the public policy interests of Canada's organized Jewish community.



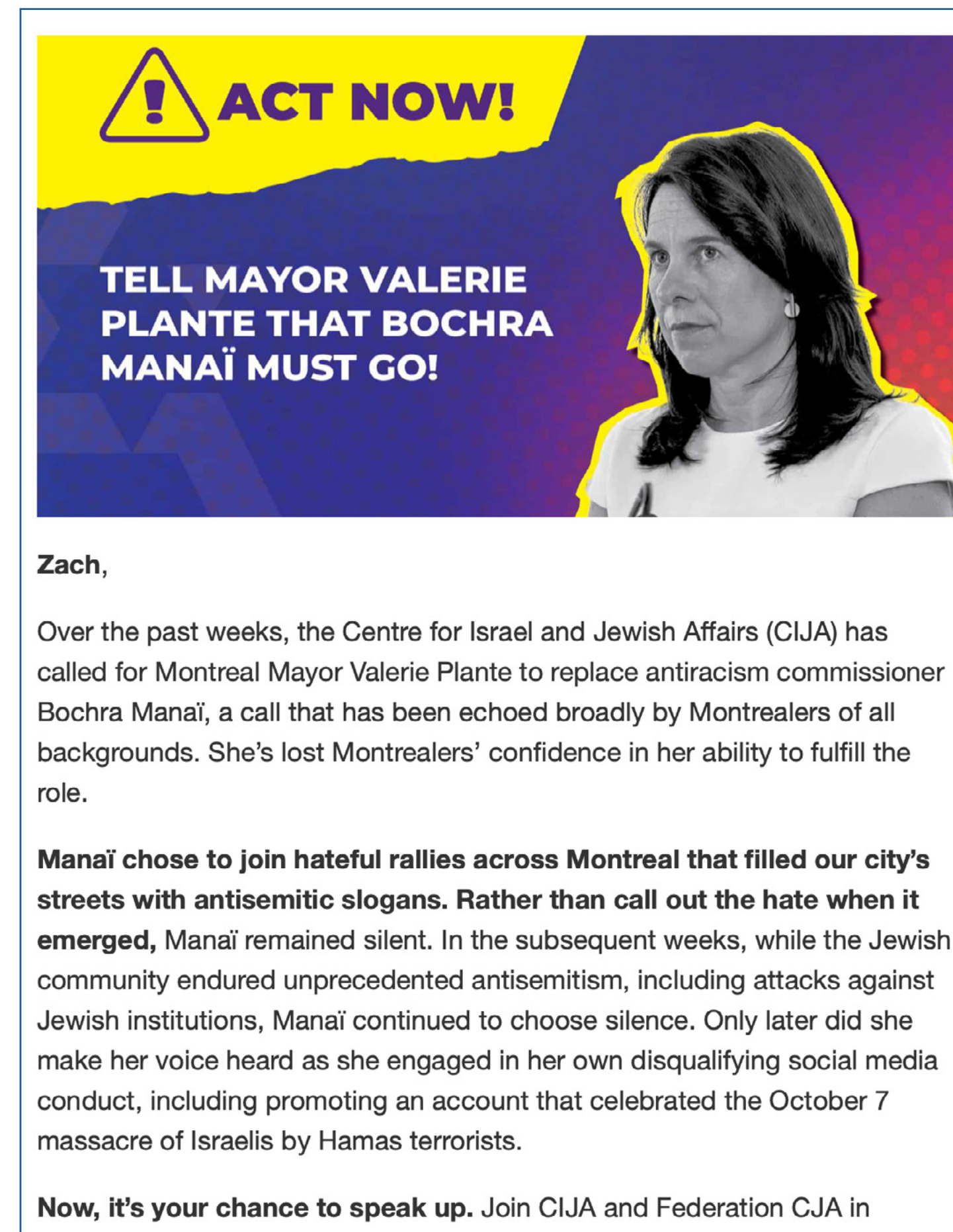
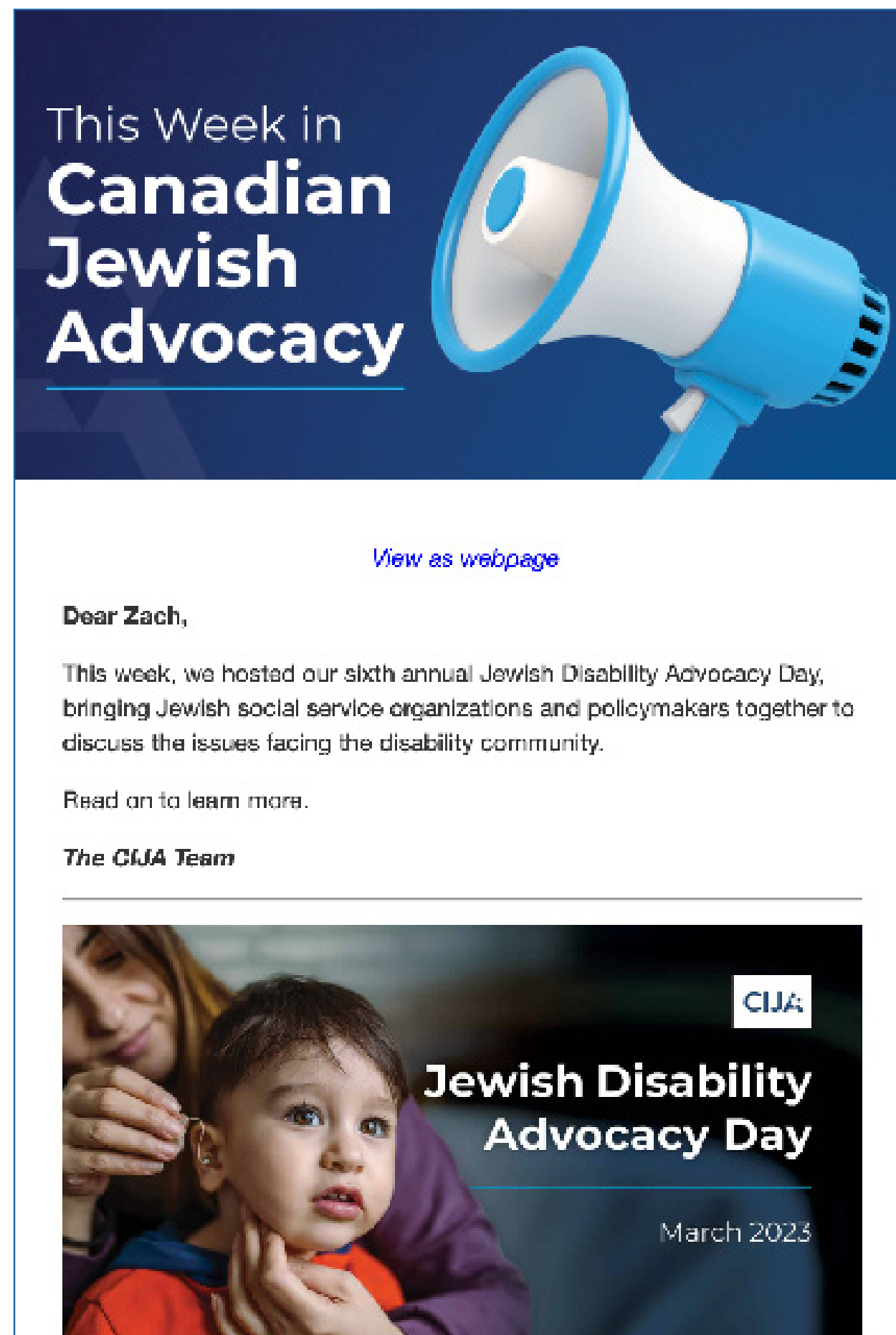
Assemble suite of cohesive visual materials to support ongoing fundraising and donor relations. Liase with vendors to realize vision for full spectrum of event collateral including backdrops, window clings, rising banners, event badges, and merchandise.

EMAIL MARKETING

ZACH ELLISON

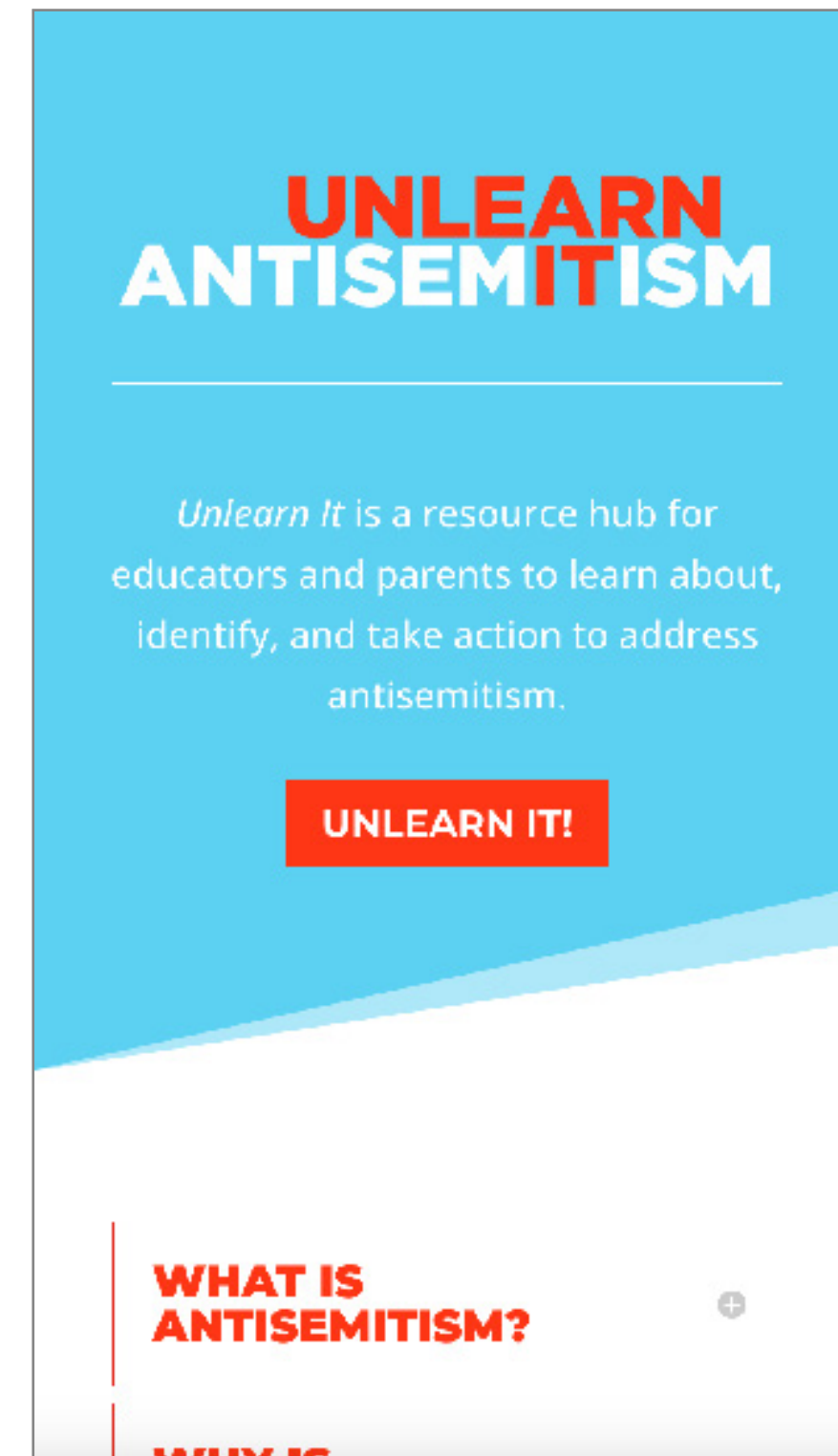
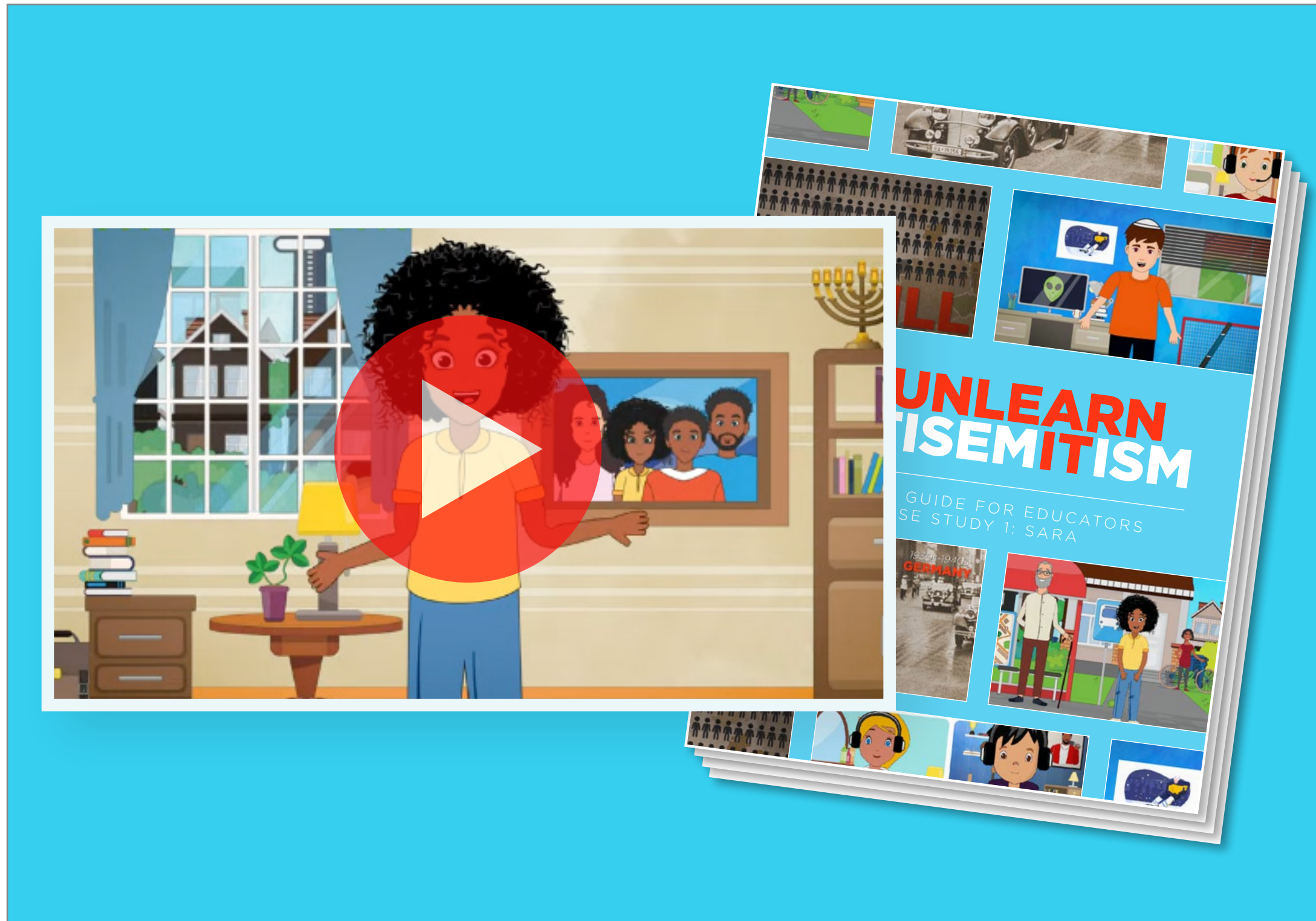
Manage the design and production of direct marketing emails to subscriber base of more than 100,000 recipients.

Create compelling imagery within email campaigns to inspire action from our core constituents, e.g., political action alerts.



CAMPAIGN DESIGN

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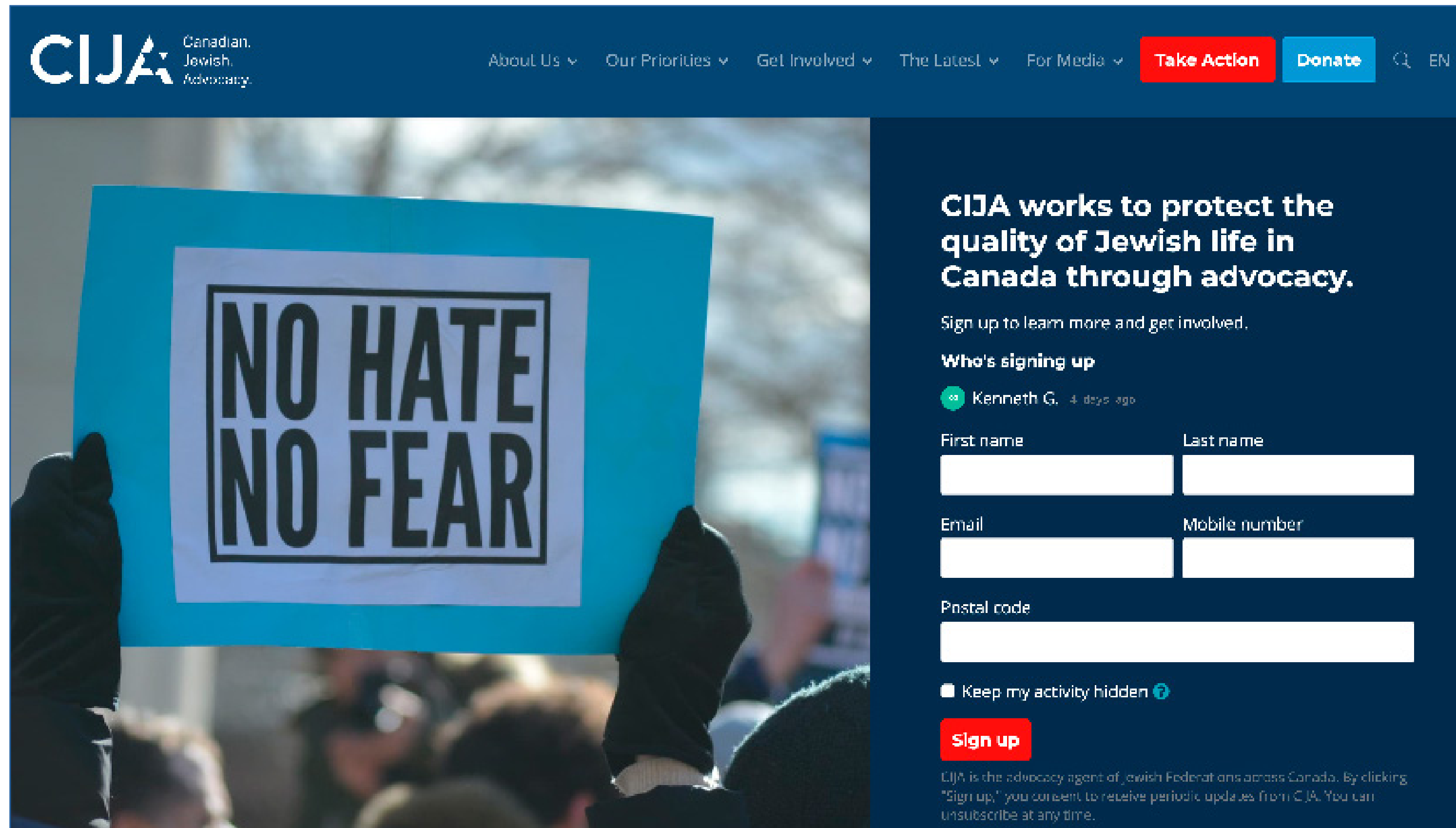


Developed a brand, designed website, marketing and print materials, and managed creation of several cartoons for *Unlearn Antisemitism*. This was a DEI initiative focused on educating students in grade 6 across Ontario about the impacts and harms of antisemitism.

The project was funded by substantial provincial and federal grants.

WEB DESIGN

ZACH ELLISON



Led development and redesign of CIJA's website with two priorities: Help stakeholders effectively engage with CIJA, and help constituents discover the work CIJA undertakes that benefits all Canadians.

The website represents the confluence of the organization's public affairs, government relations, and grassroots advocacy work.

PERSONAL PROJECTS



ZACH ELLISON

In my spare time I strive to remain creative in as many ways as I can. Recently, I developed and produced my own tabletop card game.

I created every aspect of the game including concept, game rules, and packaging, and completed more than 60 digital paintings for the cards.