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A highly skilled senior digital graphic designer with 23+ years' experience at a top-tier financial services company. Demonstrates a strong work ethic and therefore has earned the trust of those he collaborates with. Calm under pressure and adapts to change. Can manage large tasks and multi-layered projects, is results-oriented, and is concerned about quality and ensuring projects are delivered on time and error-free.

Proficiency in Salesforce Marketing Cloud/Content Builder, Workfront, Aprimo, HTML, CSS, email marketing, visual identity, AODA, Figma, print design, Microsoft Office Suite, Adobe Creative Suite, InDesign, Photoshop, Illustrator and Dreamweaver.

David Wallace RGD

Senior Designer, Creative & Digital Design | Financial Services

Toronto, ON | 416-534-1079 | david.wallace183@gmail.com | www.linkedin.com/in/wallace183 | www.davidwallace183.com

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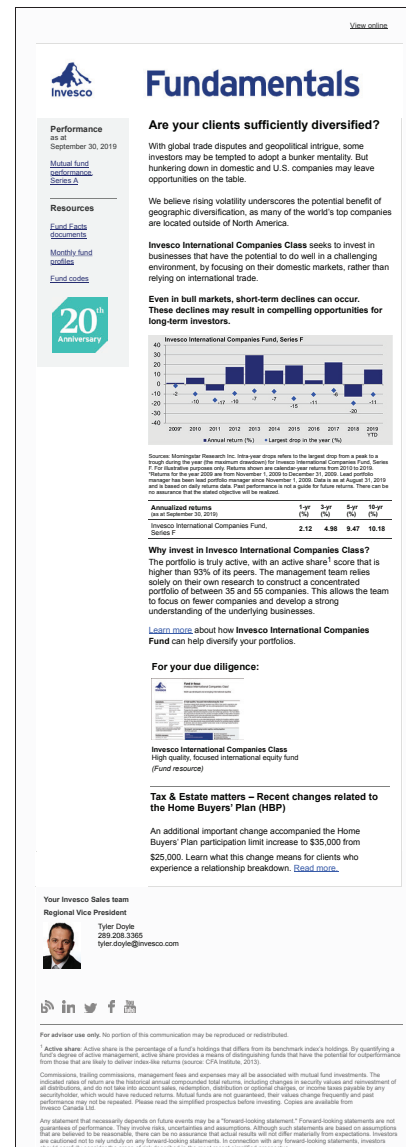
■ Fundamentals Email Marketing

- Retail Email Marketing
- Institutional Email Marketing
- Infographics
- Digital Monthly Fund Profiles
- Automation of Digital Fundamentals Magazine
- Fundamentals Print Marketing Magazine
- Invesco Canada Administrative Guide
- Automation of Annual Reports
- Annual and Semi-annual Reports

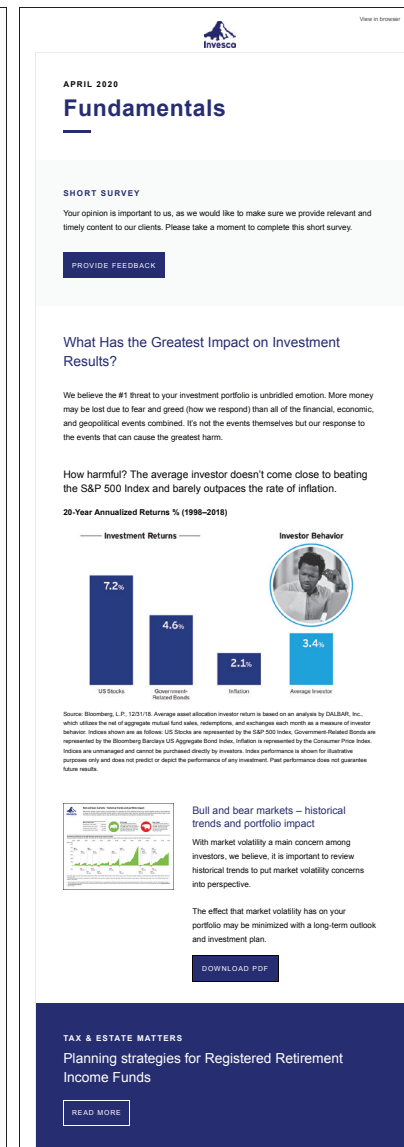
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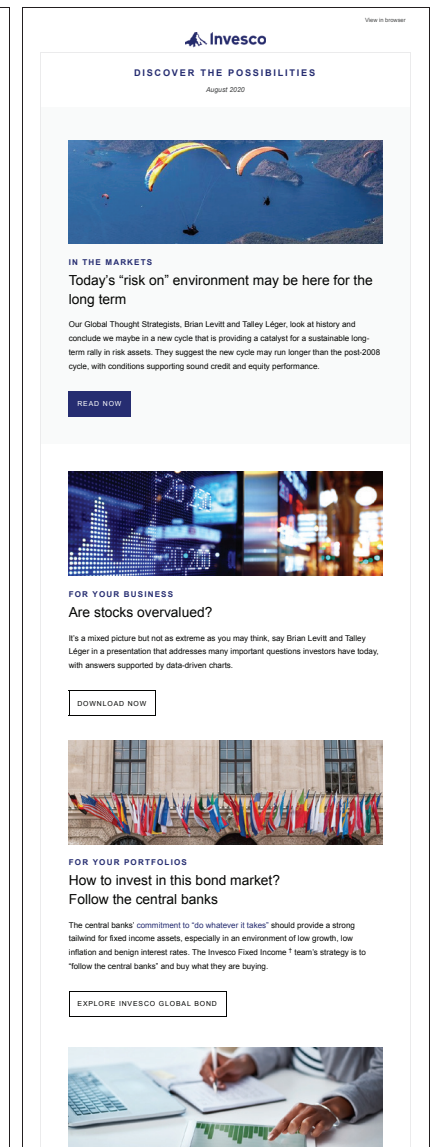
Fundamentals Email Marketing, July 2016 to September 2020



Fundamentals rebrand September 2018



Fundamentals rebrand April 2020



Fundamentals rebrand September 2020

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Retail Email Marketing

View in browser

Simple, effective dividend investing

These days, even your growth-oriented investors may be seeking a less aggressive approach to equities. In an environment of slow economic growth, a predictable income stream may be increasingly popular.

Historically, dividend growers have not only outperformed the rest of the market, but have also shown less volatility. Invesco Canadian Dividend Index ETF (PDC) is built on a strategy that selects stocks with a history of dividend growth, with the potential for long-term capital appreciation.

FIVE REASONS TO OWN PDC

Competitor comparison

NAME	TICKER	1 YR %	3 YR %	5 YR %	COMMON RECESSION %	SINCE RECESSION %	LISTING DATE
Invesco Canadian Dividend Index ETF	PDC	-10.84	-1.13	2.28	6.01	5.97	6/16/2011
Vanguard FTSE Canadian High Dividend Yield ETF	VDY	-9.38	0.25	2.73	5.72	5.72	11/20/2012
iShares Canadian Select Dividend ETF	XDV	-10.79	-0.83	1.20	3.99	4.30	12/19/2005
iShares S&P/TSX Canadian Dividend Aristocrats ETF	CDZ	-11.40	-0.90	0.71	3.88	4.82	9/8/2006
iShares S&P/TSX Composite High Dividend ETF	XDI	-13.68	-2.30	0.89	3.10	3.11	4/12/2011
BMO Canadian Dividend ETF	ZDV	-12.45	-1.86	0.62	3.01	3.84	10/21/2011

Source: Morningstar Research Inc., as of May 31, 2020. *Common inception is 11/20/2012. The ETFs selected for comparison in this document were chosen to provide a comparison between an Invesco ETF and key competitor ETFs. The ETFs chosen for comparison were selected on the basis of any one or more of the following factors: similarity in name, geographic representation, investment mandate, asset mix, fund size and/or completion in the same CIBC. For the comparison in this document the category is Canadian Dividend & Income Equity.

1) Start Date for a series of an ETF is the date of (1) the date that securities of that series are first eligible for distribution under a prospectus; or (2) the date that securities of that series are first issued and outstanding. For this series, the start date is June 6, 2011, the start of the ETF for this date is 6/6/2011.

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The views expressed above are based on current market conditions and are subject to change without notice; they are not intended to convey specific investment advice. Forward-looking statements are not guarantees of future results. They involve risks, uncertainties and assumptions. There can be no assurance that actual results will not differ materially from expectations.

There are risks involved with investing in ETFs. Please read the prospectus for a complete description of risks relevant to the ETF.

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Published June 23, 2020 EMEAERRE(9020) NAE255

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Thank you for attending Invesco insights webinars in April 2020.

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Mary Smith has completed:

Webinar

ETF Insights: Seeking Opportunity amid Covid-19 Volatility

Participated on April 14, 2020

Accreditation

FP Canada
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Credit: 1.0 Financial Planning

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ID: CECAP - 012345
Credit: 75 Professional Development

csp²
ID: CSF00-00-12345
Credit: 1 (General Subject)

ETF Insights: Exploring Opportunities in Volatility

Participated on April 18, 2020

Portfolio Perspectives: Seeking Opportunity in Emerging Markets

Participated on April 28, 2020

FP Canada

ID: 1234
Credit: 1.0 Financial Planning

IROC¹
ID: CECAP - 01234
Credit: 75 Professional Development


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1) Investment Industry Regulatory Organization of Canada
2) Chambre de la sécurité financière

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Sincerely,


Kary Atkinson
Vice President of Sales Enablement
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INVESCO ETF INSIGHTS

July 30, 2020



IN THE MARKETS

Will adversity stimulate innovation?

The Dow Jones index just closed the book on its worst first quarter in 124 years* – but these challenging times may spur creativity and result in a burst of new inventions, businesses and services. Learn about three spectacular successes born out of adversity: Netflix, Tesla and Adobe†.

[READ NOW](#)

FOR YOUR PORTFOLIOS

Diversified exposure to creativity


Combining the NASDAQ 100 Index with the S&P 500 Equal Weight Index in a 50/50 portfolio can provide market cap and sector diversification. It's a way to participate in the growth potential of innovative businesses with an improved Sharpe ratio.

[EXPLORE THE STRATEGY](#)


Additional resources

- ETF Insights: Is NASDAQ a new benchmark to beat? – access on-demand replay
- Invesco ETF Yield Metrics & Credit Ratings Breakdown
- Register for the upcoming webinars and view replays
- Subscribe to our blog for additional insights


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Michael Deane
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Rebranded ETF insights

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Institutional Email Marketing



DCTIMES
Q3 2020



Firm Updates

Taking action to help end racial disparity

Racial disparity has no place at Invesco. More than ever, we continue to strengthen our commitment to diversity and inclusion across the firm and within our communities. Read a message from our President and CEO, Marty Flanagan, on his dedication to help bring about real change.

[READ MORE](#)

Invesco Global Fixed Income Study 2020

Our third annual Global Fixed Income Study, conducted late 2019, explores the future intentions of institutional fixed income investors around the world. The study offers insights into asset allocation decisions, strategies, and methods of implementation, as well as future intentions of investors and how they were positioned in the leadup to the market turmoil arising from COVID-19.

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Participant Engagement

Building on Real Estate

Discover the potential benefits of adding direct and public real estate strategies into DC plans to help strengthen retirement outcomes.

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Investment Strategy

As the market disruption continues, we are providing expanded commentaries on our most widely held mandates.

- Invesco Emerging Markets Class
- Invesco Income Growth Fund
- Invesco International Companies Fund
- Invesco Global Companies Fund
- Invesco U.S. Companies Fund

Expanded Fund Commentaries

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Events

Market Pulse Series with Kristina Hooper

Economic "green shoots" are providing early signs of a recovery – but can they

Markets & Economy

European Union exhibited amazing cooperation in agreeing upon a record stimulus package

The European Union exhibited amazing cooperation in agreeing upon a record stimulus package. The US, on the other hand, has moved further away from reaching a deal on additional stimulus – even though its economy is in much greater jeopardy given its inability to control rising COVID-19 infections and its lack of a social safety net such as that enjoyed by Europeans.

In addition to the economic pressure of the coronavirus, US stocks face another headwind – rising tensions with China.

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Quarterly Performance

Equities

- Invesco Global Select Equity Strategy*
- Invesco International Companies Fund
- Invesco Global Small-Cap Equity Strategy
- Invesco US Companies Fund
- Invesco Canadian Fund
- Invesco International Growth (ex-Canada) Strategy
- Invesco Global Endeavour Fund

Alternatives

- Invesco Balanced Risk Allocation Strategy
- Invesco Global Targeted Returns Strategy
- Invesco Global Real Estate Fund

Balanced

- Invesco Income Growth Fund
- Invesco Canadian Premier Balanced Fund

Newsletter

Shifting DC Times Magazine

Make DC plan decisions based on current best practices. This semi-annual magazine tracks the evolving DC landscape and provides concrete ways to turn ideas into action. Visit our website to access archived versions and email mike.kura@invesco.com to subscribe to the magazine.

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Markets & Economy

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Regular email

Mobile email

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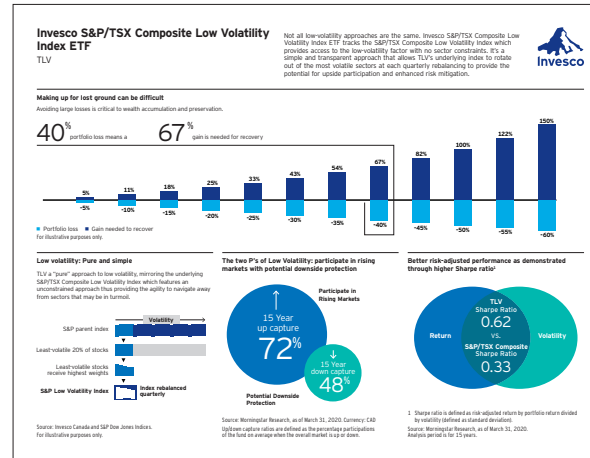
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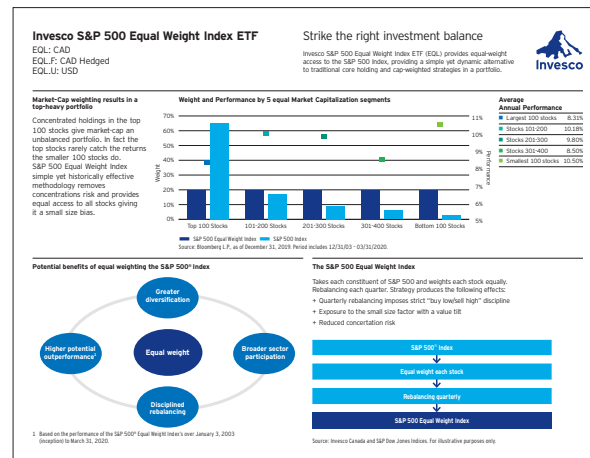
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Infographics



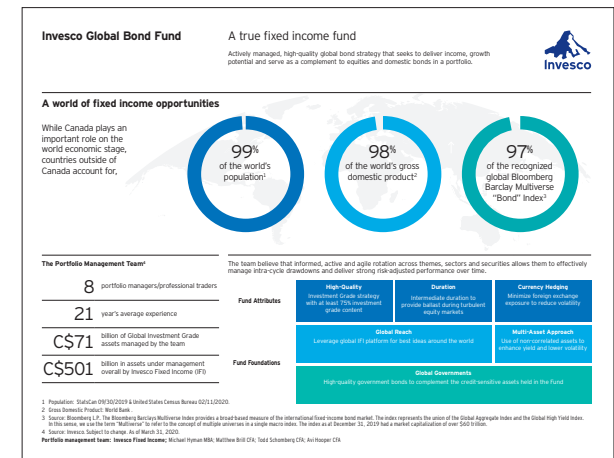
TLV Invesco S&P/TSX Composite Low Volatility Index ETF



EQL Invesco S&P 500 Equal Weight Index ETF



PSB Invesco 1-5 Year Laddered Investment Grade Corporate Bond Index ETF



Invesco Global Bond Fund

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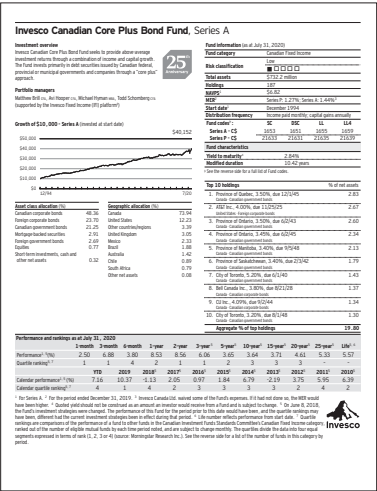
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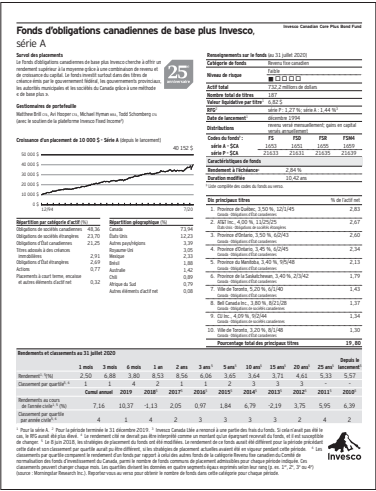
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- Project managed the automation of Canadian monthly fund profiles for both Series A and F, in English and French, and generated 356 PDFs on the 14th business day of each month, in conjunction with Global Distribution Services (GDS) staff.
- It was common to have issues arise that needed resolution without each production cycle. On average, there were about seven issues a month, with a high of 57 issues. Daily meetings were held to go over any change to the workflow process and staffing needs.
- Kept the content log up-to-date with content changes, ensuring the fund profiles were delivered on time and error-free.

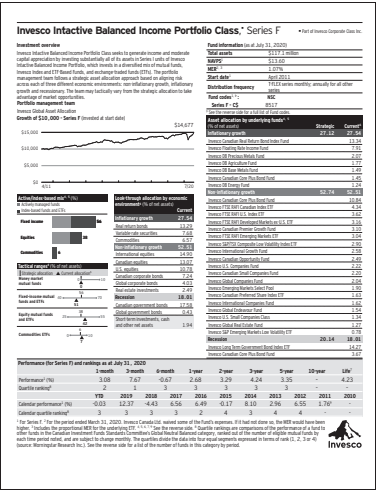
Digital Monthly Fund Profiles, Series A and F



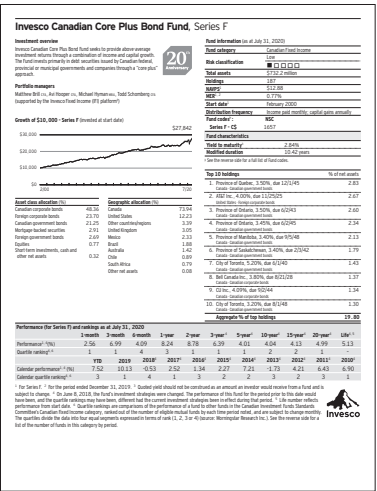
Pages created by GDS English, Series A



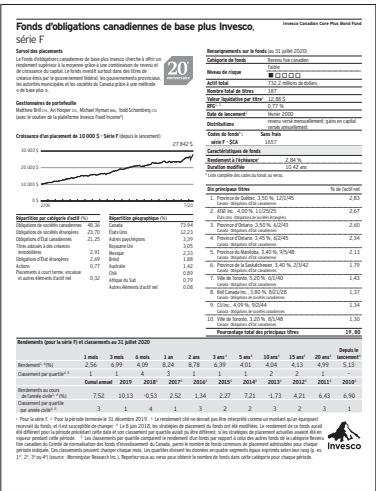
Pages created by GDS French, Series A



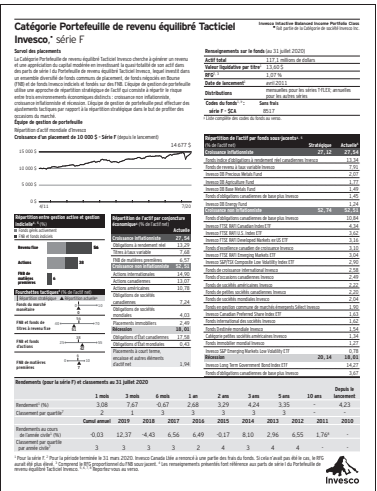
Pages created by GDS English, Series F



Pages created by GDS English, Series F



Pages created by GDS French, Series F



Pages created by GDS French, Series F

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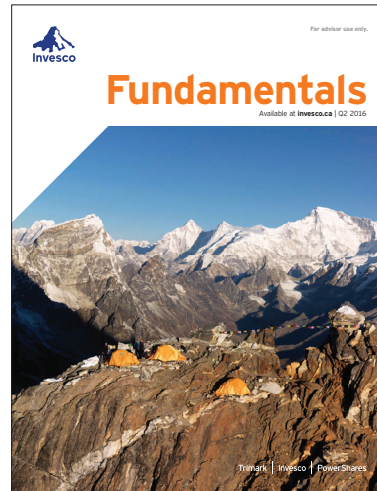
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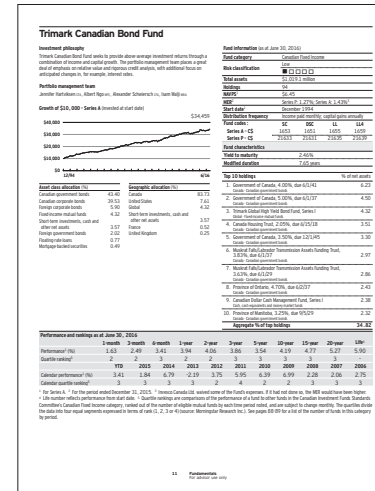
+ Contact

- + In June 2014, the GDS project for *Fundamentals*, a monthly catalogue of fund performance figures, was officially approved.
- + Participated in the project charter and supplied valuable insights, identifying key data sources for the GDS team from the beginning to map out logistics; show/hide fragments in building the platform for the design, workflow, production process, data sources points and Excel files; and provided support and guidance on all other files.
- + Produced all documents in English and French and supply a print and web PDF for each document (over 700 PDFs). Signed off on the testing and went live in February 2016 for the digital issue. Saved 1.5 full-time-equivalent resources.

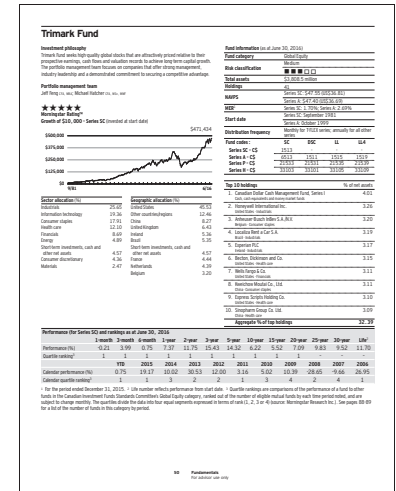
Automation of Digital *Fundamentals* Magazine, July 2016 to January 2017



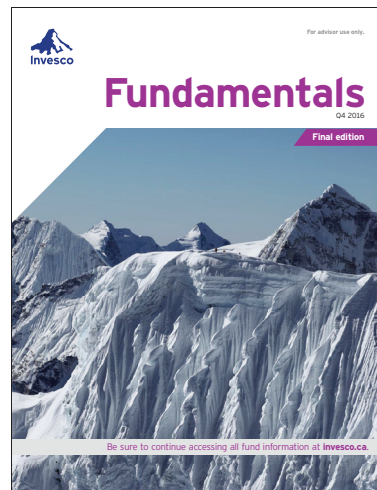
Q2 2016 Printed quarterly



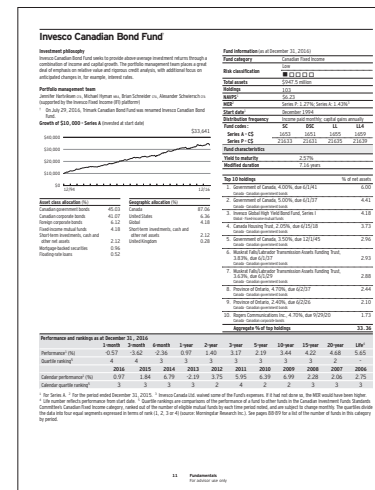
Inside pages created by GDS



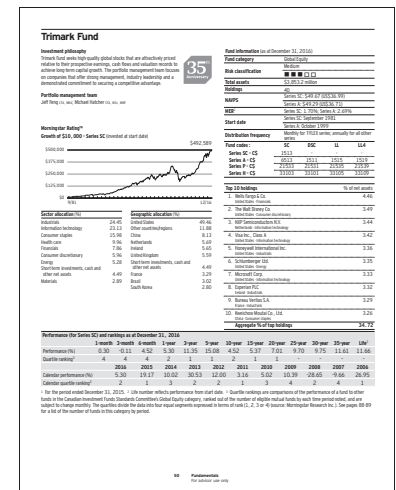
Inside pages created by GDS



Q4 2016 Final edition



Inside pages created by GDS



Inside pages created by GDS

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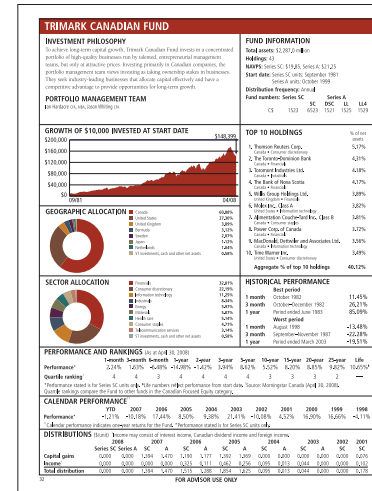
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- + Oversaw the implementation of bringing *Fundamentals* in house. The magazine was printed monthly and distributed to approximately 13,000 English and 4,000 French financial advisors.
- + Worked closely with internal departments across the organization, as well as with external print vendors and translators, to help evolve the job driven by process and need for accuracy.
- + Was good at foreseeing issues that could arise, and checked all data and design layouts for inconsistencies. Collaborated with e-Services staff on the development of an automated batch coding system for creating stand-alone fund sheets from *Fundamentals* and uploaded over 300 PDFs to the company's website and Salesforce. In the first year, we saved over \$500,000 in costs by bringing the production of *Fundamentals* in house.

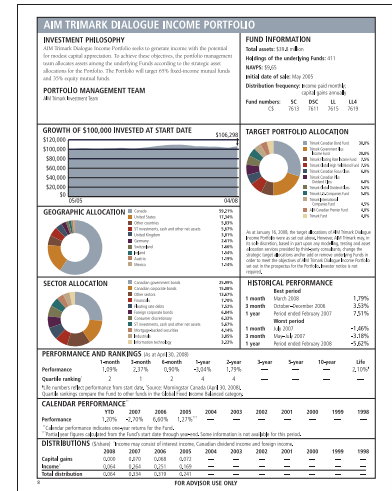
Fundamentals Print Marketing Magazine, August 2008 to April 2016



May 2008 Cover created in Quark



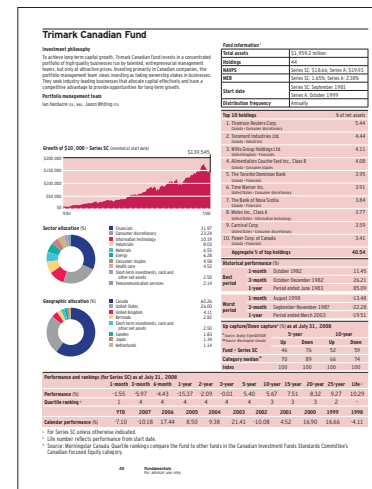
Inside pages created in Quark



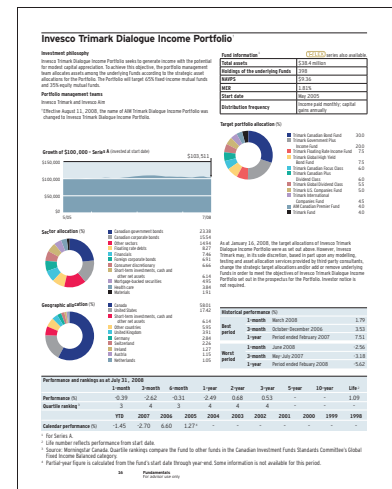
Inside pages created in Quark



August 2008 Cover Invesco Trimark rebrand created in InDesign



Rebrand inside pages created in InDesign



Rebrand inside pages created in InDesign

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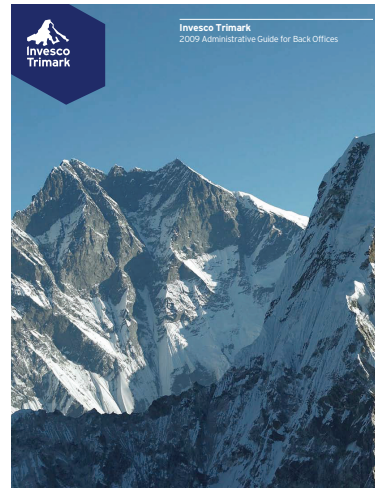
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- *Fundamentals* Email Marketing
- Retail Email Marketing
- Institutional Email Marketing
- Infographics
- Digital Monthly Fund Profiles
- Automation of Digital *Fundamentals* Magazine
- *Fundamentals* Print Marketing Magazine
- Invesco Canada Administrative Guide
- Automation of Annual Reports
- Annual and Semi-annual Reports

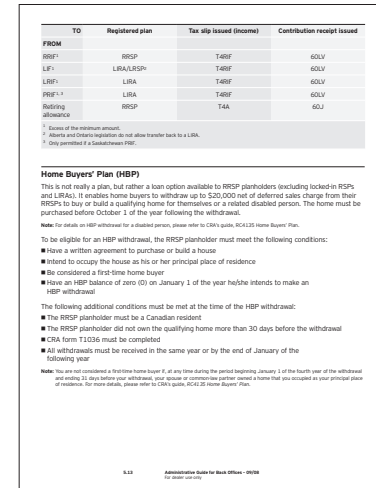
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- + Reviewed the company's Administrative Guide to determine if there was a way to help minimize the impact of this job on the Marketing department. In the past, this job would use up over 300 hours of design resources every time it was updated, or \$8,000 in outsourcing costs.
- + Did the analysis and determined that the guidebook could effectively be converted from InDesign into Microsoft Word using style sheets and blacklining so that e-back office staff could update the files easily and without diminishing the integrity of the job in English and French.
- + Set up and facilitated a training session for the e-back office users and external French translators. With an upgrade to the company's website the guidebook's content is now an HTML version for e-back offices.

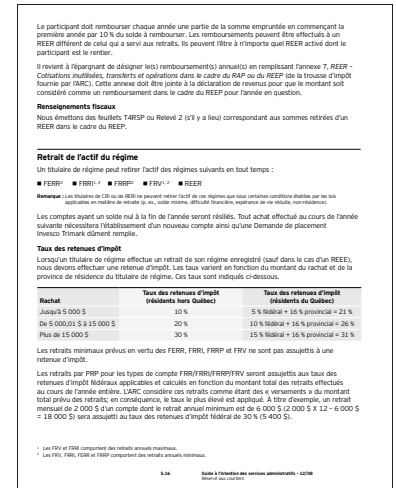
Invesco Canada Administrative Guide



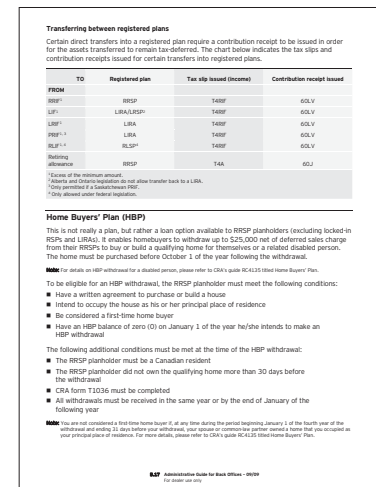
2009 Administrative Guide created in Microsoft Word



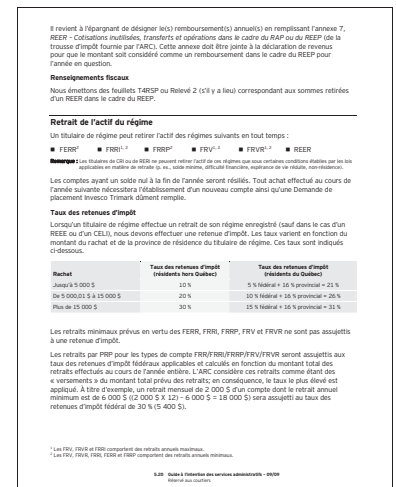
2008 Administrative Guide in InDesign



2008 Administrative Guide in InDesign



2009 Administrative Guide in Word



2009 Administrative Guide in Word

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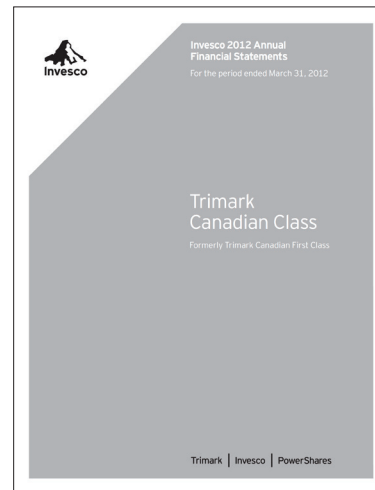
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- **Institutional** Email Marketing
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In 2005, I played an active part in finding a solution to improve the accuracy of the financial reporting process, and to meet the more stringent timelines mandated by NI 81-106. GCOM was selected as the vendor to facilitate the improvements to this process. This project was initiated to implement GCOM's Fund Suit application, which replaced the Excel spreadsheets that Fund Reporting staff had used for current and historical data for management reports of fund performance and financial statements. I participated actively in creating a transition plan and implementing the project. In 2007, after running a parallel run the graphic design studio staff were no longer needed to help produce such documents, which saved one full-time staff and four full-time freelancers.

Invesco Annual and Semi-annual Reports, Financial Statements FS



Annual Cover, Financial Statements



Semi-annual Cover, Management Report of Fund Performance

The image shows the "Statement of portfolio investments as at March 31, 2012" for the Trimark Canadian Class. It is a detailed table with multiple columns, including "Number of units", "Average cost", "Fair value", and "Net assets". The table is divided into sections for "Fixed Income", "Equity", and "Cash and equivalents". The "Fixed Income" section includes "Government of Canada", "Provincial governments", "Municipal governments", "Foreign governments", "Corporate", "Real estate", and "Other". The "Equity" section includes "Common stock", "Preferred stock", "Real estate", and "Other". The "Cash and equivalents" section includes "Cash", "Short-term investments", and "Other". The table also includes a "Total" row at the bottom.

Annual, Financial Statements inside pages

The image shows the "Statement of portfolio investments as at September 30, 2012" for the Trimark Canadian Class. It is a detailed table with multiple columns, including "Number of units", "Average cost", "Fair value", and "Net assets". The table is divided into sections for "Fixed Income", "Equity", and "Cash and equivalents". The "Fixed Income" section includes "Government of Canada", "Provincial governments", "Municipal governments", "Foreign governments", "Corporate", "Real estate", and "Other". The "Equity" section includes "Common stock", "Preferred stock", "Real estate", and "Other". The "Cash and equivalents" section includes "Cash", "Short-term investments", and "Other". The table also includes a "Total" row at the bottom.

Semi-annual, Management Report of Fund Performance inside pages

The image shows the "Statement of changes in net assets for the period ended March 31, 2012" for the Trimark Canadian Class. It is a table with multiple columns, including "Net assets", "Net income", "Net expenses", and "Net change". The table is divided into sections for "Fixed Income", "Equity", and "Cash and equivalents". The "Fixed Income" section includes "Government of Canada", "Provincial governments", "Municipal governments", "Foreign governments", "Corporate", "Real estate", and "Other". The "Equity" section includes "Common stock", "Preferred stock", "Real estate", and "Other". The "Cash and equivalents" section includes "Cash", "Short-term investments", and "Other". The table also includes a "Total" row at the bottom.

Annual, Financial Statements inside pages

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Semi-annual, Management Report of Fund Performance inside pages

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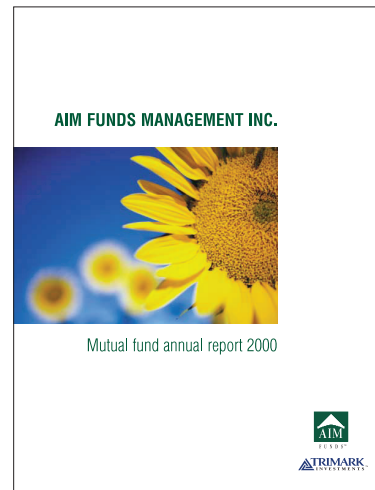
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- + Developed a comprehensive calendar for use in determining resource requirements and deadlines for annual and semi-annual reports, thereby better managing deadlines and resources.
- + Managed all aspects of the design of the reports, consistently delivering on expectations, no matter what the challenges were or obstacles that lay ahead.
- + Worked diligently with Marketing Services, Corporate Initiatives, IT and Finance staff to improve on processes.
- + Worked with internal French translators and the French auditors from E&Y and PwC to keep all French files on track and on par with English.
- + Successfully recruited a team of temp designers who understood the process and workflow, so they could be called on when additional resources were needed.

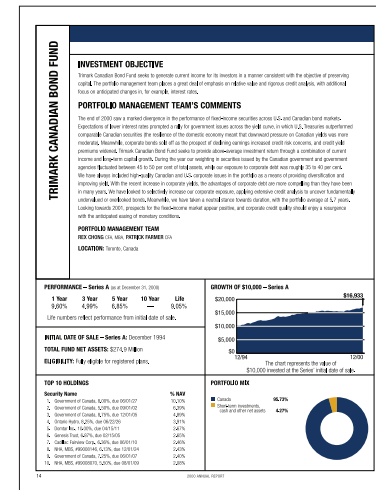
Annual and Semi-annual Reports



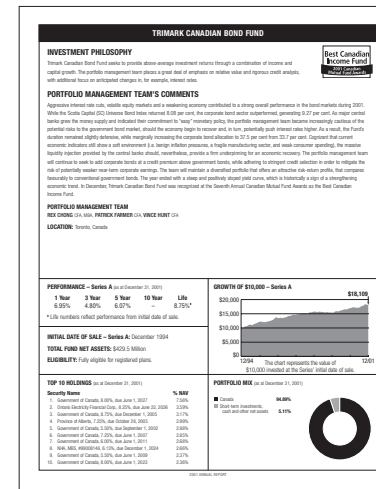
2000 Annual Cover



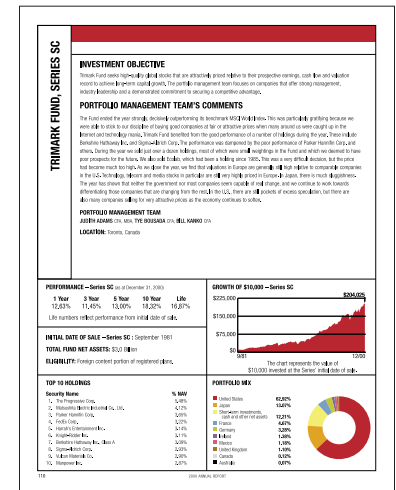
2001 Bilingual Cover



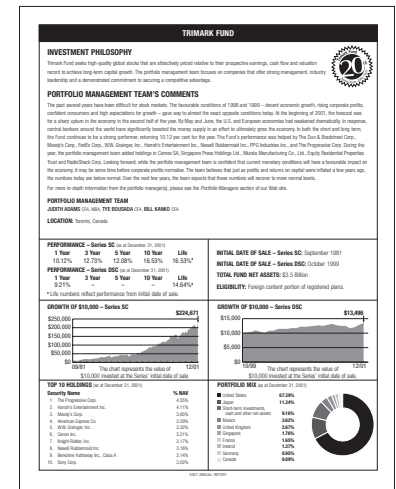
Inside pages created in Quark



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of experience and portfolio please contact:

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