

experience

PROMOTION HIGH FIVE: Graphic Designer/Marketing Specialist Jan 2015 - present

- In 1 year, increased social media brand engagement and reach by over 1000%.
- In 1 year, increased qualified traffic to website by over 500% using targeted content marketing and lead generation strategies.
- Forged partnerships with supporting organizations and executed public relations/marketing campaigns increasing brand reach.
- Took over leadership of marketing strategy and operations, including management of all public-facing communication channels.
- Managed external relationships including vendors, translators, supporters and stakeholders,
- Continued leading creative direction of all brand assets in web and print.

HIGH FIVE: Graphic Designer March 2013 - Jan 2015

- Responsible for creative direction, design, copywriting and project management for a national not-for-profit.
- Led rebrand of the organization and application to integrated marketing and awareness campaigns in print, digital, social media and video.
- Wrote and edited copy for range of audiences and crafted targeted messaging to further strategic goals.
- Provided strategy and support in media and sponsorship activations, including concept/content creation for integrated media campaigns.
- Executed projects through concept to completion, coordinating production with internal and external teams to ensure best possible ROI.

Free The Children + Me to We: Design Manager March 2012 - Nov 2012

- Managed a team of 6 designers at an internationally recognized children's charity.
- Provided art direction and quality assurance of extremely high volume of projects in print, retail experience and web media.
- Facilitated effective workflow within Creative and Communications department and other internal departments to maximize efficiency while keeping the team motivated and focused.
- Played integral role in branding and execution of We Day event; a flagship series of stadium events engaging over 100,000 youth.

PROMOTION DAC Group: Digital Art Director/Creative Strategist Sept 2009 - March 2012

- Creative directed and wrote ad copy for targeted digital marketing initiatives including landing pages, microsites, social media and email.
- Managed budgets, publisher workflow and developers to ensure accurate execution of project requirements.

DAC Group: Art Director July 2008 - Sept 2009

- Worked with Creative Director to develop advertising concepts for international clients appearing in a variety of print media channels.
- Presented concepts to clients, managed production team and campaign budgets while maintaining strict quality assurance.

skills

- Creative Direction
- Graphic Design for Web and Print
- Copywriting
- Adobe Creative Suite CS6
- Content Marketing (social media)
- Web Development
- Lead Generation
- Brand Consulting/Management
- Client/Vendor Relations
- Formal Presentation Skills
- Project Management
- CMS + Web Management
- Google Analytics

education

- **Camp Tech**
- Digital Marketing on a Shoestring Budget
- **The Second City**
- Improvisation
- **Ontario College of Art and Design**
BDES Communication Design (Illustration)
- **Google Analytics Academy**
- Platform Principles
- Digital Analytics Fundamentals

- KPMG Project Mngt Fundamentals
- Rogen Presentation Skills
- **Adobe Systems**
- Omniture Test and Target

etc.

Some more about me...

- **Selected clients (includes freelance)**
- University of Toronto
- Sunnybrook Health Sciences
- Harley-Davidson
- Xerox
- General Electric
- Holt Renfrew
- MUCH Music
- **Love cooking**
- **Prefer watercolour over any other painting media for its unpredictable nature**
- **Regularly perform improvised theatre around Toronto**
- **Adopted a rescued dog and (hardly ever) regret the decision**
- **Read constantly**
- **Am a geek. Love the Marvel universe (comics and shows)**
- **Bike everywhere I can**
- **Hope you've read this far!**

Let's talk soon!