

OCT 2021 - MAY 2023

SENIOR MARKETING MANAGER,
VIRGIN PLUS, DIV. BELL MEDIA

Led a dynamic team of 7 marketing professionals, overseeing their day-to-day activities, setting performance goals, and conducting regular performance reviews. Developed and executed comprehensive marketing strategies that consistently exceeded key performance indicators (KPIs) Maintaining and managing role below.

OCT 2019 - OCT 2021

CREATIVE DIRECTOR/CREATIVE SERVICES MANAGER,
VIRGIN MOBILE/THE SIM SHOP/LUCKY MOBILE, DIV. BELL MEDIA

Led a dynamic team of 7 marketing professionals, overseeing their day-to-day activities, setting performance goals, and conducting regular performance reviews. Developed and executed comprehensive marketing strategies that consistently exceeded key performance indicators (KPIs), Collaborated with cross-functional teams to launch innovative product campaigns, ensuring alignment with brand objectives and customer needs.

Orchestrated high-impact national brand introduction of Virgin PLUS, marketing campaigns, including TV, radio, digital, and print advertising.

Development of a customer-centric loyalty program, (Member Benefits)increasing customer retention rates.

Continuously monitored industry trends and emerging technologies to stay ahead of the competition and adapt marketing strategies accordingly.

2017-18

ART/CREATIVE DIRECTOR
UNILEVER - VIA OLIVER AGENCY

Senior brand development/planning, lead multi-year planning teams for key Unilever clients, created and launched multi-platform campaigns for Treseemme, Hellmans and Becel

2016-18

PROFESSOR MARKETING DIGITAL/SOCIAL MEDIA -CENTENNIAL COLLEGE

2014-2016

SENIOR STRATEGIC CREATIVE DIRECTOR
ARIAD COMMUNICATIONS

Global brand development (integrated concept development) for Plantronics. Brand development for existing clients. Integrated, experiential, PR, Stunt. Managed deadline driven studio (10): creatives, designers, artworkers and developers.

2013-2014

CREATIVE DIRECTOR
RAMP COMMUNICATIONS

Positive impact marketing and advertising agency. Creative leadership, integrated marketing programs, client management, planning. Launched brand development for Solarshare, Sutherland Chan and Kid-e-care. Clients - Blacks, Sick Kids, POGO - Pediatric Oncology Group of Ontario, Mental Health Association, SolarShare

2010 - 2013 FREELANCE SENIOR ART DIRECTOR



2007-2010

SENIOR ART DIRECTOR/ASSOCIATE CREATIVE DIRECTOR
BBDO/PROXIMITY

Creative leadership, idea generation and development. Led key client portfolio brand development workshops. Managed creative teams (4) in the digital and promotion space. Brand development for existing clients - integrated& digital work RBC, Frito-lays, Mitsubishi, Foodland Ontario, Russian Standard, Gillette, Shaw, Ministry of Health

AWARDS - BELL BRAVO MEDIA 2023, NEW YORK FESTIVAL, W3, WEBBY, ADCC, CMA'S, ECHO, OBIE, CASSIES, CAPLES, 3X SHORTLIST CANNES LIONS

AT A GLANCE CLIENT EXPERIENCE (SHORTLIST)

