

FREELANCE CD/ART DIRECTOR/ SENIOR MARKETING MANAGER

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), Role details 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 Tresemmé, Hellmann's 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



cleansheet



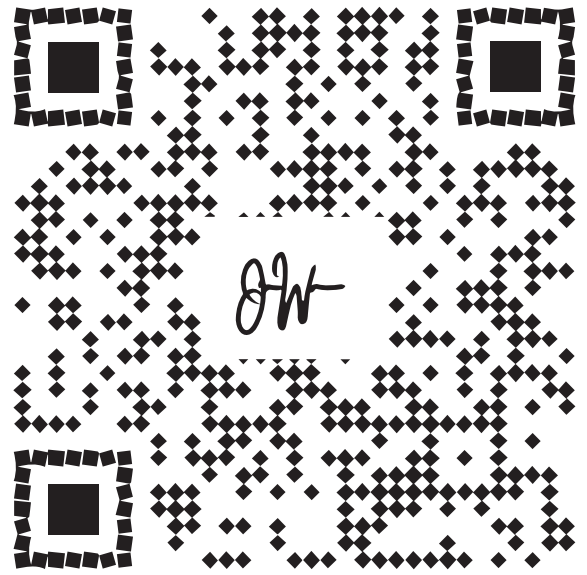
2007-2010

SENIOR ART DIRECTOR/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 - CASSIES, CAPLES, NEW YORK FESTIVAL, CMA'S, ECHO,
OBIE, W3, WEBBY, ADCC, SHORTLIST CANNES LIONS.**

AT A GLANCE CLIENT EXPERIENCE (SHORTLIST)



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digital/analog creative
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comedian/artist

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