

I am a creative swiss army knife. I have an insatiable appetite for language, design, current affairs, internet culture, social media, politics, art, music, history, and philosophy. I thrive on deadlines and get a rush from problem solving. Above all, I love a challenge.

MY SKILLSET:



GRAPHIC DESIGN & ART DIRECTION

- Full campaign rollouts, from concept to creative
- Logos and branding
- Typography
- Posters, billboards & signage
- Photo-retouching/manipulation
- Packaging
- Publications: Newspapers, brochures, magazines, programs, mailers, rack cards, etc
- T-shirts & promotional materials

EDITORIAL, COPY WRITING, & CONTENT

- Marketing materials: Press releases, advertorials, slogans, and blogs
- Magazine: Creation, features assignments, development, and proofing
- National, local, and breaking news, special features, weekly columns
- Copy editing: For style, voice, and grammar. Both CP and AP styles

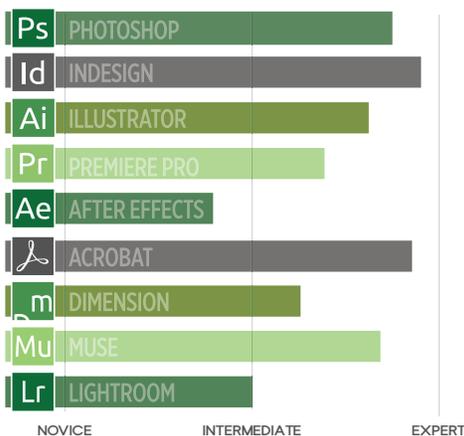
WEB ADS, SOCIAL MEDIA & DESIGN

- Modern, responsive web design and maintenance
- Social media campaign creation/coordination
- Metroland web traffic SEO certification

MANAGEMENT & ADMIN

- Creative direction
- Campaign coordination and deployment
- Production coordination
- Budgeting/annual planning
- Freelance hiring & management

DESIGN SOFTWARE:



MY EDUCATION

HUMBER COLLEGE

Toronto

Journalism - Print and Broadcast

Class of '04
Honors standing

INTERNSHIP

NATIONAL POST

NEWS Earned a front page byline on my first day, covered crime, courts, and breaking news.

FEATURES One of the first interns to be granted a weekly column, *My Toronto*, which I ran for six months. Also contributed various *Arts & Culture* special features.

MY EXPERIENCE:

BLYTH ACADEMY

Creative Director

January 2018 - October 2020

Creative Lead

March 2016 - January 2018

Brought on board to helm the transition of bringing creative entirely in-house. Within the first year, I lead the company's full re-branding, and built a new set of brand guidelines. I rewrote the content for the company's various brochures and web with a fresh, up-to-date voice that better reflected the schools' culture, and was truer to the actual student experience. I assisted in the launch of new schools, including an school for elite athletes, and two Canadian schools in Italy, where I traveled to liaise with the Italian agency handling the ad buys.

As Creative Director, I was responsible to every bit of creative that left the door, and worked with a team of four to make sure all deadlines were met and standards adhered to. I also identified and marketed to new audiences through a number of different channels, including a magazine aimed at, and written by, actual students, billboards, takeovers of GO and TTC subway stations, social media content, and promotional videos shown in OHL arenas during games. In my final months, I was solely responsible for the name, brand, graphics, and launch campaign for a new online school geared to students struggling with learning from home during the pandemic.

TORONTO COMMUNITY NEWS

Section Designer/Editor & Senior Copywriter

May 2007 - January 2011

Features Writer & Layout Artist

June 2005 - May 2007

My first step from journalism into advertising and design. Learned the importance of client consultation, and used the knowledge to pinpoint missing elements in our offerings.

In May 2007, I took over coordination duties of the department and staff, and implemented a higher standard of quality overall. Was instrumental in developing new projects and niche pubs for corporate clients, and launching a new kids & family monthly magazine.

ARROWSMITH CORPORATION

Creative Director

April 2014 - March 2016

Head of Creative Team and lead developer of all materials for clients ranging from auto manufacturers to condo developers. Orchestrated full campaigns and brands, print ads, signage, brochures, websites, social media posts and client care. I attended all formal pitches and contributed to client proposals as well as project scheduling, logistics, and development. Responsible for building freelance network and adhering to budgets.

METROLAND MEDIA GROUP TORONTO

Art Director & Senior Features Editor

January 2011 - April 2014

Awards:

Suburban Newspapers Awards:

Best Kids' Publication (1st place)

Best Business Publication (2nd place)

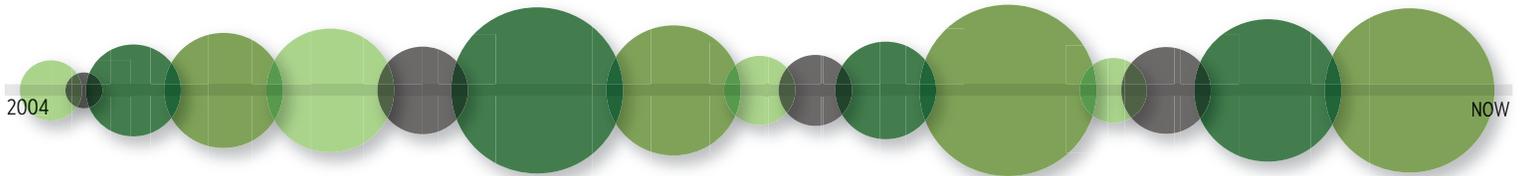
Ontario Community News Awards:

Best Cover Design, Niche product (2nd place)

Digitized the department's workflow, increasing efficiency for both sales and production teams, and trained colleagues on relevant software. Responsible for content and layout of all features sections in Metroland's Toronto community newspapers, including the weekly *Wheels* section, *Health and Wellness*, *Back to School*, *Home and Garden*, annual historical special sections, and more. I also managed client care and the creation of ad copy and marketing materials for the company's advertisers, including the centre spread for the Royal Canadian Legion's poppy campaign, and full page features for national companies. In doing so, I transformed the advertising features department into a small-scale agency, including the hiring and development of a diverse and skilled team. We led the creation of four magazine titles (including *Wedding Trends Toronto*); community digests/event guides/ B2B publications; and were key in the acquisition and transition of several preexisting publications. I was also tasked with internal marketing, developing a web portal to bring the carrier force online, a logo and website for the Readers' Choice Awards, and designed the corporate media kit.

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SELECTED FREELANCE:



THE TORONTO STAR
 ELECTION SPECIAL COVERAGE

WOODLAND ASSOCIATES
 DESIGN & COPY EDITING

VISCERAL THEATRE COMPANY
 DESIGN

BERKIS LLP
 COPY WRITING

HAGGAR LTD.
 DESIGN

READ LAW
 BRANDING & WEB DESIGN

DOCTORS ONTARIO
 BRANDING & DESIGN

ST. JACOB'S COUNTRY GARDENS & NURSERY
 BRANDING & DESIGN

MOMENTUM VISUAL
 DESIGN & COPY EDITING

THE STOREFRONT THEATRE
 BRANDING & DESIGN

108 MEDIA
 BRANDING & DESIGN

WILD HEARTS BOTANICALS
 BRANDING & PACKAGING

LITTLE TREE WELLNESS
 BRANDING & WEB DESIGN

LANSDOWNE BREWERY
 DESIGN & COPY

LOT 30 BREWERS
 BRANDING & DESIGN

FLOOR64
 TECH WRITING (PRESENT)

THE HIGHLIGHTS:

FLOOR 64
Tech and Trends Copy Writer
 September 2020 - present

I research, write, and set up Volkswagen's weekly internal Tech & Trends newsletter, which reaches engineering employees across the VW family of companies worldwide, including Audi, Porsche, etc. My role includes research to find relevant scientific papers, studies, and articles each week pertaining to electric vehicles, autonomous driving, artificial intelligence, advanced computing, legislation and trends, climate engineering and more. Once sourced, I write a synopsis of each paper, and prepare the emailed newsletter - roughly 2750 words each week in total - via Wordpress.

LOT 30 BREWERS
Branding, Signage, Ads, Can Design
 June 2017 - April 2019

Referral client who contacted me needing full creative for their new Toronto-based craft brewery. For the initial contract, I created the logo, branding, menu design, and exterior signage. I was subsequently contracted for print ads, menu updates, can label designs, apparel, social media copy & ads, and mailers.

LANSDOWNE BREWERY
Event Posters, Menus, Promotional Materials
 May 2015 - April 2016

Hired by Toronto brewpub to create signage for various craft beer events, menus - including kids menus with colouring sections and games, and in-house promos like table-toppers and templates for daily beer selections.

WILD HEARTS BOTANICALS
Branding & Packaging Design
 Spring 2020

Repeat client looking to launch a new business venture. After a few consultations, I created a new logo and brand to match the client's chosen business name and vision, along with various packing and graphic elements for the website.

BERKIS LLP
Website Content & Brochure Copy
 Spring 2019

Interviewed senior staff to collect information from Toronto-based accounting firm in order to create compelling, clean, and legally accurate website content for relaunch.

108 MEDIA
Logo & Poster Design
 December 2016 - March 2017
 Logo creation and poster design for two separate feature films.

THE STOREFRONT THEATRE
Branding, Theatrical Posters, Fundraising Materials
 July 2014 - October 2015

Branding and design work for a local independent theatre in Toronto, including logos, production posters and promotional materials, seasonal schedule mailers, and fundraising materials for print, web, and social media.