

I embody a relentless passion to communicate.
I am driven to connect the human condition
with powerful experiences and change the way
we see the world around us.

EDUCATION

OCAD University Bachelor of Design, Advertising 2018

- Courses Included, Advertising Research, Strategy, Advertising Concept, Advertising Copywriting, Strategic Branding, Public Relations
- Additional Focus in Entrepreneurship & Social Innovation, Media and Sustainability

Seneca College Certificate, Art Fundamentals 2014

- Courses Included, Figure Drawing, Digital Design, Design, Drawing, Art History, Painting
- Additional Courses in Lyrics & Songwriting

William Davis Centre for Actor's Study at VanArts Diploma, Acting for Film & TV 2009

- Courses Included, Acting Technique, Voice, On-Camera, Audition Technique, Physical Training

NOTABLE PROJECTS OCAD University

BUSI 4001 Entrepreneurship

Sept - Dec 2016

Entrepreneurship, GOLD TIE Business Development Project

- Incubated and developed with a team, a new royalty based business venture that grew from a simple gold twist tie into a collective brand called GOLD TIE.
- Developed an opportunity assessment report and business plan while managing all aspects including product development, finance, marketing and event planning
- Created extensive brand awareness and sales through social media, multiple onsite sales at OCAD University and at a pop up event.
- Generated a sizable income and profit that garnered academic achievement for developing this unique concept.

ADVR 4013 & 4014 Advertising Workshop

Sept 2017 - Apr 2018

Advertising, Thesis & Collaborative Project.

- Thesis involved research, strategic planning, media planning and concept that reimagined Malaysia Airlines communications strategy following their 2014 crashes
- Collaborative project involved research, strategy, media and concept for Gallo Wines & T1 Agency for their respective Apothic and SponsorshipX brands.
- Both projects were pitched to an academic, advertising and client jury and was noted for showing strong strategic and creative thinking and execution

* Nominated 1st Runner Up, Roger LeBlanc *Anything Is Possible* Award Malaysia Airlines "We Care About the Details" Campaign

LEADERSHIP EXPERIENCE

Board Member

OCAD University Board of Governors

Toronto

Sept 2016 - Jun 2018

- Represented 5,000 person undergraduate and graduate school body and imparted insights and student perspectives for effective board governance and debate
- Developed relationships with some of the countries top CEOs in Finance, Media, Medical, Retail and Design
- Worked with board on multiyear strategy for student recruitment, brand development, infrastructure development and governmental relations.
- Sat on Physical Resources Capital Assets committee and worked with students, architects and major stakeholders to develop an effective expansion strategy for the Creative City Campus.

Head of Digital Communication

OCAD University 2018 Advertising Grad Committee

Toronto

Jan 2018 - May 2018

- Developed a comprehensive strategy for yearend graduate exhibition working on a cohesive brand, creative direction, digital wayfinding system and web presence.
- Created fundraising strategies and strategized the POS system that garnered a positive surplus and higher than projected sales for the graduating committee
- Organized OCADvertising.ca in a simple & comprehensive layout, highlighting previous grad years and making it easier for recruiters to scout for new talent.
- Negotiated with vendors to provide sponsorships for our graduating year.

SKILLS

Client Management Sales CRM Management SWOT Analysis Design Thinking GSuite Klipfolio Google Sheets
Data Analysis Planning Google Adsense Trend Forecasting Insight Development MS Office Tableau Adobe Creative Suite
Strategy Public Speaking Leading Teams Negotiating Google Analytics ZenDesk MS Excel Photography
Powerpoint Keynote Copywriting HubSpot Web Design Branding Research Business Innovation
InVision

WORK EXPERIENCE

Strategy Intern

Traffic Group

Toronto

Feb 2019 - March 2019

- Supported strategy team and provided a file management system from FTP to Internal servers that houses key assets for an american department store.
- Helped optimize Hain-Celestial and Scott's Miracle Grow social channels by auditing existing strategies, providing creative recommendations & analyzing data
- Conducted research and helped build opportunity assessment reports for a national grocery retailer and their Chinese division

Freelance Strategic Designer

Eric Hanson Design

Toronto + GTA

Sept 2014- May 2018

- Provided creative strategies and creative execution for a variety of clients in the GTA such as York University, Bold Magazine and the Tourism Authority of Thailand.
- Ensured that work aligned with the goals of the company and strategy of the company knowing nurturing and maintaining effective client relationships was key.
- Notable work has resulted in engaging work for both print and digital that has ensured customer retention and garnered Positive KPI's for the client.

Designer, Freelance

Patio Interactive

Toronto + GTA

May 2017- June 2017

- Designed and conceptualized a redesign of a clients web presence in the food & hospitality industry that aligned with the strategic repositioning of the brand.
- Worked with the Head of Digital and ensured that creative fit with the brief of the client who in turn, provided detailed scope of client needs
- End product resulted in a refreshed, edgier brand that reflected a modern and more dynamic personality digitally.

Research Intern

ROGUE Inc.

Toronto

Sept 2016 - Oct 2016

- Researched companies, key statistics, along with their key executives and synthesized facts & information for consultancy.
- Wrote reports showing cultural, economic, political and industry related trends happening in the world
- Developed and designed effective slide decks for major client account pitches.

Sales, Customer Service & Head Office Associate

WATCH IT! Head Office

Edmonton

Sept 2011- Jan 2013

- Provided nationwide customer service / sales for watches & accessories building relationships with individual clients, celebrity clients along with corporate clients.
- Worked with regional sales managers to effectively sell their brand and products and provide any key trends to help boost sales
- Maintain and organize sales reports, provide consumer trends, maintain logistics department, provide store support to 16 nationwide locations and help National Sales Manager in buying and data analysis
- Garnered recognition with a 100% score in product knowledge, customer service and effective relationships with customers.

Head of Publicity

The Canadian Premiere of Memory by Jonathan Lichtenstein

Vancouver

Nov 2009

- Actively scouted publicity from print and television/radio media such as CBC, Georgia Straight and the Vancouver Sun for media coverage.
- Worked with publicist to properly coordinate public relations strategies, creative execution while managing social media, driving awareness & earned media coverage of event.
- Efforts resulted in consecutive sold out shows with more demand than the venue can accommodate.