

.EXPERIENCE

TORONTO BLUE HIVE Y&R GROUP (WPP) | CREATIVE / COPYWRITER | APRIL 2014 – DECEMBER 2016

Involved in all steps of the creative process from conceptualizing, copywriting and art directing for TV, radio, POS, social and digital for Ford of Canada

Collaborating within a tight team to deliver all creative for Ford Parts & Service department and strategically utilizing limited resources for the highest brand impact

Ability to adapt to distinctive tonalities for multiple brands, even those within an over-arching brand i.e. Lincoln, Ford vehicles and Ford Parts & Service

NEW YORK Y&R | CREATIVE INTERN | SEPTEMBER 2013 – DECEMBER 2013

Conceptualizing and developing campaign ideas for New York Organ Donation, Land Rover and Y&R New York Holiday Card

Idea was chosen for the Holiday Card, which was produced and sent to office and clients

NEW YORK JWT | CREATIVE INTERN | JULY 2013 – SEPTEMBER 2013

Wrote scripts and concepted activations for Nokia Global Launch Campaign, which were presented to clients in London

Work well under pressure to meet client's tight time frames and exceeded expectations of CD

SAN FRANCISCO CUTWATER | CREATIVE INTERN | MARCH 2013 – JUNE 2013

Designed and concepted content for pitches for SKYY Vodka, Amazon and Box.net

LONDON AKQA | CREATIVE INTERN | JANUARY 2013 – MARCH 2013

Solved all creative briefs given by agency for Nissan and Lancôme

.EDUCATION

Art Direction at Miami Ad School Europe Hamburg | 2012 – 2014

Bachelor of Design in Visual Communications at Alberta College of Art and Design | 2006 – 2010

.AWARDS, ACCOLADES & PUBLISHING

GOLD | NATIONAL ADVERTISING CHALLENGE | 2015

Concept & copywriting for campaign: Pepsi & Lays The Snack Stack

YOUNG BLOOD & TYPOGRAPHY | APPLIED ARTS DESIGN OF THE YEAR & PUBLISHED | 2015

Concept, copywriting & art direction for Ford Parts & Service Highway Harold

RECORD PACKAGING OF THE YEAR FINALIST | WESTERN CANADA MUSIC AWARDS | 2014

Design & concept for singer-songwriter Jonathan Li's sophomore album "Our Stories Matter"

RECORD PACKAGING OF THE YEAR FINALIST | COVENANT AWARDS | 2014

Design & concept for singer-songwriter Jonathan Li's sophomore album "Our Stories Matter"

BRONZE STUDENT | ADC GERMANY | 2013

Concept, illustration & Art direction for UNICEF Second Hand App Store

FINALIST | YOUNG GUNS STUDENT AWARDS | 2013

Concept, Illustration & Art direction for UNICEF Second Hand App Store

PUBLISHED & STUDENT OF THE YEAR CONTEST | LÜRZER'S ARCHIVE | 2013

Concept, Illustration & Art direction for Feel Horror Print Ad

.TECHNICAL SKILLS

Photoshop, Illustrator, After Effects, InDesign, Final Cut Pro & photography

.EXPERTISE

Ideas, critical thinking & team collaborator

.VOLUNTEER

Art direction & graphics design for non-profit organization

.A BIT ABOUT ME

NERDO, WIERDO & CURIOSO | PRESENT

Food lover & cook (will travel afar for a good bite)

All things nerdom: Batman comics, fantasy novels, TV, pop culture & film

Fine art museums are a morning to dusk and \$10 audio guides affair

Fly fish, deep sea fish, ice fish but throws back most fish