



Profile

MARKETING AND ADVERTISING PROBLEM-SOLVER

Creative director. Writer. Brand builder. Media-neutral or media-specific. Long-game approach to immediate brand challenges, informed by extensive experience with leading brands. Comfortable in a boardroom or pitching new business. Good with your team or solo. On short notice, can mobilize a virtual agency of cross-platform professionals. Available for anything from brand strategy to copywriting, single projects or ongoing engagement.

Experience

CREATIVE DIRECTOR/WRITER, FREELANCE, TORONTO/NASHVILLE — 2010-PRESENT

Retained by Y&R Canada 2010 – 2012 for Pfizer Canada (Advil, Robax, Centrum) and Ontario Tourism. Other responsibilities included projects for Coleman, Royal Canadian Mint, Bacardi, and LG.

Senior creative leader of team that revitalized the Advil master brand in Canada, retaining Advil's number-one position.

Senior creative leader of team that created the most successful integrated campaign in the history of Ontario Tourism, re-branding the province to encourage domestic travel.

Worked closely with The Princess Margaret Cancer Centre, Toronto, to position them internationally as one of the world's top five cancer research centers.

VP ASSOCIATE CREATIVE DIRECTOR, Y&R CANADA, TORONTO — 2005-2010

Primary responsibility was Ford, including retail (dealer network) and corporate campaigns. Plus projects for other clients, including Princess Margaret Cancer Centre, YUM brands (KFC/Pizza Hut/Taco Bell), and Ontario Tourism.

Created an internal manifesto for Ford that became the centerpiece of Ford's comeback strategy in Canada and contributed to Ford's re-positioning worldwide. Created a successful brand-building campaign based on consumer insights from social listening. Re-positioned the Escape brand in Canada.

Helped develop the brand position for The Princess Margaret Cancer Centre: "In our lifetime." Created an internal manifesto galvanizing their resolve and focusing the talking points of their many stakeholders.

GROUP CREATIVE DIRECTOR, MACLAREN MCCANN CANADA, TORONTO — 2002 - 2004

GM corporate-led retail events, including Goodwrench Service. Projects for ExxonMobil, GO Transit (Ontario's regional transit), Wendy's, UPS, and others.

Senior creative on the team that re-positioned GM corporate retail communications to emphasize value, rather than deals and discounts...a major shift in domestic automotive marketing at the time.

SENIOR WRITER, GOODGOLL CURTIS ADVERTISING, TORONTO — 1997-2002

Imperial Oil/Esso (ExxonMobil), Mr. Lube, Corby Distilleries (Canadian Club, Freixenet, Polar Ice), Upper Canada Brewing, Moosehead beer, Freedom 55 Financial, and projects for other brands.

Papers

DEGREES: The Ohio State University — BA Humanities, MA English Literature

CITIZENSHIP: U.S. and Canada

Skills

Making you look good. Having your back. Staying calm under pressure. Diffusing drama. Inspiring confidence. Moving things forward. Helping brands grow. Creative direction, brand strategy, writing, team-building, mentoring, creative presentations, new-business pitches.

Previous lives

EMMY Award, Northern California, Head Writer, "Manhunt International" • Head Writer, NBC Television Special Presentation, "Modern Medical Breakthroughs" • Former editor and creator of *Clinician*, the medical staff newsletter of UC Davis Medical Center • Former lecturer in English composition, The Ohio State University • Script writer for award-winning actors, international superstar athletes, and heads of government

References

Catherine Shand – catherineshand@me.com

Senior Vice President and Managing Partner, Y&R Toronto. Account leader on Pfizer, Ontario Tourism, Coleman and more.

Chris McGroarty – cmcgroarty@me.com

Senior Vice President and Creative Director on Ford, and my immediate supervisor during my time at Y&R Toronto.

Chris Jordan – chrisjordan2014@outlook.com

President and CEO of Y&R Toronto during my time there.

Susan Murray – susan_murray@rogers.com

Executive Vice President and Chief Marketing Officer, Y&R Toronto, and close associate during my time there.

Carl McMurray – carl.mcmurray@yr.com

Chief Financial Officer, WPP Canada.

Dean Stoneley – dstoneley@ford.com

Primary client at Ford Canada during my time at Y&R Toronto.

Jim Hartford – jhartfo2@ford.com

Primary client at Ford Canada during my time at Y&R Toronto.

Faissal Tahiri – faissaltahiri@yahoo.com

Managing Director of Pfizer Consumer Healthcare Canada, and primary client during my time at Y&R Toronto.

Darcy Maloney – darceymaloney@me.com

My creative partner and team member during my time at Y&R Toronto.

Francheska Galloway-Davis – fran.designs@gmail.com

Art Director, reporting to me at Y&R Toronto.

Peter Day – peterdaycreative@sympatico.ca

My creative partner and team member at Maclaran McCann Advertising, Toronto.

Don Curtis – dcurtis25@cogeco.ca

Owner/partner, and my employer at Goodgoll Curtis Advertising, Toronto.

Don Dixon – don@dixonfilm.com

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Supplier (music production)

Fraser MacDougall – fraser@imprintmusic.ca

Supplier (music production)