



Not JUST YOUR ordinary Dave

David Brown | Senior Art Director

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PROFILE

A versatile, adaptable, creative professional with the ability to sell ideas and develop teams. Extensive experience in guiding effective, innovative campaigns from conceptual thinking through to program launch. An inspirational leader with a passion for design, customer service, guiding creative teams and delivering results with a collaborative approach.

KEY COMPETENCIES

- Expertise leading artistic direction on integrated marketing campaigns from concept to completion.
- Conceptualize and create brand identity systems, including logos, colour palettes, typography and photography.
- Strong written/oral communication skills – able to articulate creative rationale to team members and clients.
- Assess, structure and staff creative teams against the needs of the business, client and future opportunities.
- Lead and contribute to the development of creative team culture and quality standards.
- Self-motivated, organized and accountable. Able to multi-task in deadline-driven environments.
- Passion for design and cross-functional team collaboration.
- Keen, yet humble approach to mentoring and elevating team members.
- Adobe Creative Suite, Figma/Adobe XD, Sketch, Microsoft Office, working knowledge of HTML/CSS, WordPress, CPS Creative Problem Solving Model trained, Lean Six Sigma Green Belt Certified.

BRANDS / CLIENTS

BRANDS: Heinz Ketchup, MadeGood, Kraft Peanut Butter, Kraft Dinner, Philadelphia, Maple Leaf Top Dogs/Prime, Schneiders, Maxwell House, LightLife, Smuckers, Jif, Robin Hood Pedigree, Whiskas, Temptations, Royal Canin.

CLIENTS: Kraft Heinz, Maple Leaf Foods, Riverside Naturals, Sobeys, Mars Petcare, J.M. Smucker Company, Xerox Canada Ltd., CMHC, GlaxoSmithKline, Ford of Canada, Milton Chamber of Commerce, EARTH Corporation.

PROJECTS

- Agency partner in integrated campaigns and programs: in-store national POS displays with digital shopper marketing components (email / microsite / social media / video) and development of style guides.
- Development of written and creative content for monthly social media calendars for national brands.
- Corporate identity, brand development, marketing collaterals, brand standard guides.
- Creative development of retail signage and environmental graphics for national grocery and fashion retailers.
- Art direction of photo shoots (on location/in studio) in the fashion and consumer packaged foods industries.

ACHIEVEMENTS

ART DIRECTION / DESIGN

- Ideation, creative development and delivery of several multi-brand, multi-channel scale programs for Maple Leaf, Kraft Heinz, Mars Petcare which exceeded sales targets and were refreshed to run in subsequent years.
- Ideation, creative development and delivery of Temptations national "Snacky Mouse" program which included in-store signage and POS, eBlast, microsite, video and social media content. The successful campaign was repeated the following year and then adapted to "Snacky Elf" for the holiday season.
- Ideation, creative development, design and photo shoot art direction for the 2017 Jif Canadian re-launch in-store program. The campaign exceeded sales targets and the creative was adapted into a television commercial.
- Ideation, design and production roll-out of several Sobeys in-store seasonal campaigns on-time and on-budget, providing cost savings to Sobeys and establishing Xerox as a key creative agency partner.
- Led the creative direction, design, print management of all Cleo in-store seasonal campaigns, achieving visual consistency, brand integrity and significant cost savings by managing these campaigns in-house.



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ACHIEVEMENTS

CREATIVE LEADERSHIP / MANAGEMENT

- Effective management of resources to achieve a significant reduction in labour costs – the Match creative team went without using a freelancer during Q1 2016 by focusing on team collaboration to balance workloads.
- Led the staffing and development of all systems/processes for the Xerox creative department newly contracted to provide production services for Sobeys. The team was ready in a short time to support the Xerox client service team efficiently and effectively, achieving significant additional revenue for Xerox.
- Led a project to refresh the Superior Glove brand system, providing direction and empowering junior team members by having them play an integral role in concept development and internal presentations.
- Led a project to develop and implement a national digital asset management operational strategy for Sobeys, which achieved cost savings and workflow efficiencies and laid the groundwork for Xerox to generate potential future revenue managing Sobeys' assets throughout the corporation and its partner agencies.
- Managed a team of five Xerox designers based in CMHC's regional offices across Canada, facilitating weekly video conference calls to share best practices and balance workloads, leading to operational efficiencies, increased collaboration and revenue generation.
- Managed a team of two designers which expanded to a team of four within 1.5 years by leading the improvement of team capabilities, overall caliber of work and improving customer satisfaction. This led to significant growth in client base and more involved creative projects being brought in-house, achieving cost savings and reducing time-to-market.
- Curriculum development, instruction and mentoring students as an instructor in both the Art Fundamentals and Illustration programs at Sheridan College, teaching a variety of drawing and computer courses.

CAREER SUMMARY

THE HATCHERY MARKETING GROUP

Senior Art Director (2023 – 2024)

L'ATELIER AT KRAFT HEINZ

Senior Art Director (2021 – 2023)

SUPERIOR GLOVE WORKS LTD.

Creative Manager (2018 – 2021)

MATCH MARKETING GROUP

Art Director (2015 – 2018)

XEROX CANADA LTD.

Art Director, Sobeys (2013 – 2015)

Account Operations Manager, Global Delivery Centre (2012 – 2013)

Creative Services Manager, CMHC (2008 – 2011)

Creative Team Lead, Xerox CCCI (2004 – 2008)

Sr. Graphic Designer, GlaxoSmithKline (2002 – 2004)

Graphic Designer, Ford of Canada (2002)

COMARK INC.

Lead Designer, Cleo (1998 – 2001)

Graphic Designer (1995 – 1998)

SHERIDAN COLLEGE

Instructor, Art Fundamentals and Illustration Programs (1997 – 1999)

EDUCATION

Diploma, Illustration (Technical Option)
Sheridan College