



What can **BROWN** do for you?

David Brown

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PROFILE

A versatile and strategic art director with a proven ability to sell ideas and develop high-performing teams. Bringing extensive experience in leading transformative campaigns from initial concept through to successful launch, I am an inspirational leader passionate about design, fostering client partnerships, and driving impactful results through collaboration.

KEY COMPETENCIES

- Expertise in directing omni-channel marketing campaigns from concept to completion.
- Exceptional written and verbal communication skills, effectively articulating creative rationale to both team members and clients.
- Skilled in assessing, structuring, and staffing creative teams to meet business needs and capitalize on future opportunities.
- Committed to fostering a strong creative culture and maintaining high-quality standards within the team.
- Self-motivated, organized, and accountable, consistently delivering on deadlines.
- Passionate about design and fostering cross-functional collaboration in fast-paced, deadline-driven environments.
- Humble yet effective in mentoring and uplifting team members.
- Adobe Creative Suite, Figma, Microsoft Office, WordPress, Lean Six Sigma Green Belt Certified.

BRANDS / CLIENTS

BRANDS: Heinz Ketchup, Kraft Peanut Butter, Kraft Dinner, Philadelphia, Schneiders, Toronto Blue Jays, Maple Leaf Prime RWA, Maple Leaf Top Dogs, Bear Paws, MadeGood, LightLife, Jif, Pedigree, Whiskas, Temptations.

CLIENTS: Kraft Heinz, Kraft Heinz Foodservice, Maple Leaf Foods, Schneiders, Dare, Greenleaf, Riverside Naturals, Sobeys, Mars Petcare, Mars Foods, J.M. Smucker Company, RBC Avion, Wajax.

PROJECTS

- Agency partner in recent omni-channel programs which include: Schneiders/Blue Jays 2024 and 2025, Maple Leaf Top Dogs Summer, Maple Leaf Why Prime RWA, Bear Paws Crunchy launch, Schneiders Thick Cut Bacon.
- 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

CREATIVE DIRECTION / DESIGN

- Led ideation, creative development, and art direction for the 2024 Schneiders Blue Jays omni-channel campaign, resulting in Schneiders extending their partnership for five additional years.
- Directed planning and art direction for the 2024 Maple Leaf Foods Top Dog Summer campaign, leading to highly positive client feedback and satisfaction.
- Conceptualized, developed, and directed design/art direction for a digital campaign (Meta Instant Experience with dynamic and static ad units) to introduce the Fantino & Mondello brand to English Canada, garnering exceptional client reception.
- Led ideation, creative development, and art direction for a digital campaign (social media and DRV) for Schneiders Deli 2024, which surpassed sales targets.
- Co-led a successful pitch to secure Sobeys' Summer campaign conceptual and production work, generating significant additional revenue for Xerox on top of their existing SOW to deliver print management services.



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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 throughout a Q1/Q2 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

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

Bachelor of Illustration
Sheridan College