

ALEXANDRA DOUGLAS



As a Brand Storyteller, I have over 15 years experience in the field of advertising & marketing;

I specialize in building brands through innovative design, innovative thinking, strategic marketing & communications.

EXPERTISE

**Art Direction / Creative Direction
Marketing Strategy, Advertising,
Public Relations, Leadership &
Supervision, Project Management**

TECH SKILLS

| | |
|------------------|------------|
| Illustrator | ██████████ |
| Photoshop | ██████████ |
| Indesign | ██████████ |
| Word | ██████████ |
| Wordpress | ██████████ |
| Dreamweaver | ██████████ |
| Brain w/o coffee | ██████████ |

EDUCATION

Digital Publishing Design

George Brown College

Advertising Art Direction

Ontario College of Art & Design

CAAP / CPPP

Institute of Canadian Advertising

BFA - Fine Art / Art History

University of Western Ontario / UofT

PROFESSIONAL EXPERIENCE

ART DIRECTOR / CREATIVE DIRECTOR *ad creative | 2005-Present*

Created advertising / marketing strategies, proposals, advertising concepts, creative campaigns. Designed and produced all creative, digital & print materials (design development, writing, photo art direction, illustration, web layout, broadcast storyboards & casting) Implemented digital programs, PR program strategy, for the following clients:

| | | |
|-----------------------|---|-----------------------------|
| BSSfamilylaw.com | Centre for Innovation in Campus Mental Health | Arbor Memorial |
| Cadillac Fairview | Psychology Foundation of Canada | Enbridge Gas |
| Daniels Corporation | Schizophrenia Society of Canada | Good for Her |
| DECNET | South Riverdale Community Health Ctre | Highmark Farms |
| Altamira / ING Direct | Western Canada Summer Games 2015 | Leslieville Farmers' Market |
| E-post | Aboriginal Media Education Fund | Interaxon/Muse |
| Norris Roofing | Tuberous Sclerosis Canada | Toronto Eaton Center |
| Thrill of the Find | Nabob Coffee Company | Sick Kids Hospital |

ART DIRECTOR *Quebecor World QueNet Media | 2008-2009*

Hired as the lead on the **Home Depot** account for the re-design of the Spring Catalogue; maintained the vision, tone and creative standards of 100 page product catalog. Managed a team of 3 production artists and designing do-it-yourself project feature. Created designs for print materials when needed.

PHOTOGRAPHY ART DIRECTOR *CMI | 2002-2005*

Coordinated prop acquisition, created specialty props, propping/styling and set design (including specialty painting, some carpentry and prop fabrication) for photography, and client service. Created and pitched creative concepts to clients to win the business, designed the print catalogues, posters and sell sheets. Designed & styled all sets creating a unique look and feel for the following clients photoshoots.

| | | | |
|--------------------|-------------------------------|-------------|-------------------|
| Bulk Barn | CFM Fireplaces | Kraft Foods | Echo |
| Masonite Doors | Sunpan Modern Home | Leons | Neoset |
| Selkirk Fireplaces | Heaslip Hats for Holt Renfrew | Magickwoods | Walmart/Sams Club |
| Sklar Pepplar | Mother Hubbards Cupboard | HBC Rewards | Sony Canada |

ART DIRECTOR *BBDO | 1999-2001*

Designed ad concepts against client strategy & produced final ads for print, radio, online & TV campaigns. This included team collaboration, design, photography, illustration, hiring talent & project management.

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|-------------|-------------|-----------------|------------------|
| Chapters.ca | Excite.ca | Lotto 649 | Pepsi Cola |
| Lambs Rum | Scotia Bank | Kids Help Phone | Globe & Mail.com |
| Polaroid | Post Cereal | | |

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AD