

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.

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