

JASON ALLEN

Toronto | 416 703 3337

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Creative mentor & experienced team leader

Proven track record developing exceptional brand experiences

Very skilled building strong relationships with colleagues & stakeholders

Art history BA ('95) from McGill University

Selected portfolio at jasonallen.ca

Experience

Creative Director; Digital Strategist

Thrillworks | Apr 18 – Nov 19

- Promoted to Creative Director within first year
- Open-minded coach, leading & inspiring team of 11 strategists, designers, copywriters
- Clients: PC Financial, Tim Hortons, Blackberry, Steinbach Credit Union, Oakville Public Library
- Facilitated stakeholder discovery sessions & focus groups to help inform site design
- As member of executive team, helped steer strategic direction for company

Creative Manager; Senior Copywriter

G Adventures | Jul 14 – Jul 17

- Promoted to Creative Manager at collective request of creative team
- Hired for & mentored team of nine graphic/digital designers & copywriters
- Created entire new sub-brand for National Geographic Journeys with G Adventures
- Wrote our most successful social media campaign: \$3.2M in sales, 78k new leads
- Conceived most successful DM piece in company history: \$3M in sales
- Established all global brand standards for this \$400M company
- Responsible for all design / brand work globally

Freelance Brand Strategist; Copywriter

Toronto | May 12 – Jul 14

Studio Director; Account Manager

Haft2 | Feb 07 – Jul 12

- Played key role in growing this boutique Toronto brand firm; quadrupled in size
- Oversaw the development / marketing of our own unique, very cool brand
- Clients: SickKids Foundation, UNICEF Canada, Armstrong World Industries

Education

BA Art History

McGill University | 95