

JASON ALLEN

Senior copywriter and brand director looking for an awesome full-time gig
11 years of brand-building experience on both agency and client sides
Strategic design sensibility; strong presentation game
Mature, imaginative, self-aware, optimistic, happy

Selected portfolio at jasonallen.ca

G Adventures | Creative Manager, Brand Copywriter | Jul 14 – Jul 17

- managed and hired for our in-house team of nine graphic/web designers and copywriters
- offered art and creative direction, brand strategy; approved all creative work globally
- conceived online presence, brand and marketing campaigns, direct mail, all brand guidelines
- branded our largest-ever joint venture: **National Geographic Journeys with G Adventures**
- conceived our most successful direct mail campaign: \$3 million revenue
- wrote our most successful social media campaign: \$3.2 million revenue, 78k new leads

Ryerson University | Teacher | Jan 17 – present

- teach a continuing education class at the Chang School: The Art of Promotional Writing
- offer a practical, human perspective on copywriting, branding, and creative presentation

Freelance | Copywriter | May 12 – Jul 14

- specialized in brand voice development, web copy, naming
- clients included Longo's, Walmart, Varcon Construction, Armstrong, Wattpad
- co-wrote a mentoring curriculum for US Walmart employees
- being my own boss made me grow in ways I hadn't imagined

Color Marketing Group | Member | 2011 – 12

- forecasted colour directions three years in advance with other professionals
- industries included home and commercial design, automotive, and fashion
- friends of mine call this the *colour illuminati*

Haft2 | Director, Copywriter | Feb 07 – Jul 12

- directed our internal brand; co-managed our studio of four graphic designers
- clients included SickKids, CIFAR, Royal LePage, UNICEF Canada, CAMH Foundation
- wrote my first children's book here, entitled *Let It Snow*; (Ask me for a copy!)

Self-Employed Actor | 1999 – 2007

- performed 1200 times in Second City Toronto's production of *Tony & Tina's Wedding*
- improv made me skilled and happy at public speaking and incredibly adaptable
- knowing every word to every classic wedding song is both a blessing and a curse

Other

- I've a BA in Art History from McGill University
- I host the Toronto reading series *So True* three times a year
- I speak English, French, and a little Portuguese

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