

# JASON ALLEN

Creative director, digital strategist, senior copywriter  
12 years' experience agency-side, client-side, and freelance  
Strategic creative sensibility; strong presentation skills  
Self-aware, optimistic, happy, sincere  
Selected portfolio at [jasonallen.ca](http://jasonallen.ca)

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## **Thrillworks | Creative Services Director; Digital Strategist | Apr 18 – present**

- **Manage and inspire our team of 11 creative strategists, designers, and copywriters.**
- Very comfortable at public speaking or presenting creative concepts to clients or other staff.
- Provide estimates and facilitate resourcing for all in-house and freelance creative talent.
- **Translate client business objectives into strategic recommendations for their websites and pages, digital display banners, social media channels, and brand identities.**
- UX strategist on website and web page redesign projects for clients including PC Financial, BlackBerry, Steinbach Credit Union, and Oakville Public Library, among others.
- Content strategist / copywriter for clients including PC Financial, Tim Hortons, and SCU.
- Facilitate focus groups and stakeholder discovery sessions to help inform UX and site design.
- Skilled at building strong relationships with clients and colleagues.

## **G Adventures | Creative Manager; Copywriter | Jul 14 – Jul 17**

- Hired for, led, and developed our in-house team of nine graphic/web designers, copywriters.
- **Approved all design and brand work for this global \$400M company of 2,000 employees.**
- Offered art direction, brand strategy, creative leadership.
- Developed marketing and brand campaigns; established all global brand standards.
- **Co-branded our largest joint venture: National Geographic Journeys with G Adventures.**

## **Ryerson University | Teacher | Jan 17 – Jul 18**

- Taught a copywriting class at the Chang School: The Art of Promotional Writing.

## **Freelance | Brand Strategist; Copywriter | May 12 – Jul 14**

- Specialized in content strategy, user experience, web copy, naming.
- Co-wrote a mentoring curriculum for US Walmart employees.
- Wrote the website for Varcon Construction, the Longo's catering catalogue.

## **Haft2 | Director; Copywriter | Feb 07 – Jul 12**

- Oversaw the development and marketing of our own brand.
- Co-managed our design studio; specialized in client presentation and print production.
- Clients included UNICEF Canada, Plan Canada, SickKids Foundation.

## **Other**

- BA in Art History from McGill University.
- Former professional colour forecaster with Color Marketing Group.
- I host the live Toronto reading series *So True* twice yearly.