

JASON ALLEN

Digital strategist, senior copywriter, creative leader
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

Thrillworks | Digital Strategist | Apr 18 – present

- Translate client business objectives into strategic recommendations for their websites and pages, digital display banners, social media channels, and brand identities.
- Strategist on website and web page redesign projects for clients including PC Financial, BlackBerry, Steinbach Credit Union, and Oakville Public Library, among others.
- Primary strategist and writer for all new business initiatives and RFPs. (With proven success!)
- Content strategist for clients including PC Financial, Tim Hortons, Steinbach Credit Union.
- Facilitate focus groups and stakeholder discovery sessions to help inform UX and site design.
- Work closely with designers to ensure deliverables meet the original strategic direction.
- 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 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-ever 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.