



Creative Director – Marketing Agency

SALARY RANGE (2017): \$ 105,500–\$230,000¹

My job is to drive results for our clients through persuasive creativity. Our agency clients often come to us with a tangible business goal, for example: “We’re launching a new product and we need to sell 1 million units within 10 months.” Then it becomes my job to build a vision for bringing this product to market in the most creative, distinct and effective way possible. To bring my vision to life in a marketing program, I draw upon the talents of designers, copywriters, art directors, videographers, content producers, and so forth. You’ll see my work everywhere: digital ads, TV, Instagram campaigns, packaging, media festivals, etc.

The Tip: Find your professional community and engage in it actively while in school. Every professional has been where you are and wants to help. Book a coffee with one person a week and ask them this single question: “What is the one thing you’d tell your 18-year-old self?”

PRIORITY KNOWLEDGE AND SKILLS:

<p>Strategic Marketing</p> <ul style="list-style-type: none"> • Develop & execute a positioning strategy • Develop & execute a brand strategy • Conduct a competitive analysis • Conduct an environmental scan • Develop & apply a segmentation strategy <p>Research & Insight</p> <ul style="list-style-type: none"> • Demonstrate empathy & curiosity • Leverage contextual knowledge • Ability to analyze data • Leverage research to support consumer insights • Presentation & report-writing skills • Use analytics tools <p>Product management</p> <ul style="list-style-type: none"> • Measure return on investment (ROI) • Manage a budget • Manage projects 	<p>Sales & Channel Management</p> <ul style="list-style-type: none"> • Conduct sales presentations • Develop merchandising strategy <p>Communications & Branding</p> <ul style="list-style-type: none"> • Develop & execute a media plan • Sponsorship & community investment • Leverage earned media • Leverage event & experiential marketing • Leverage influencer marketing • Develop a promotional strategy • Knowledge of media psychology • Apply marketing within a CSR framework <p>Content Curation & Design</p> <ul style="list-style-type: none"> • Apply visual design fundamentals • Conduct content research & curation • Develop original content • Apply creative production processes • Develop content schedule & plan • Use design tools
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BUILDING BLOCK EXPERIENCES:

<p>Education & Learning:</p> <ul style="list-style-type: none"> • Bachelor of Fine Arts (design) • MBA/MFA – York University program • Design/digital media technical certificate • Complete Lynda.com courses via LinkedIn • Continuing education at college of art and design, and private design and art courses 	<p>I found great creative directors are great strategists. Great strategists know that design is a means to an end, not an end by itself. My education straddles both design and strategy. I won a Cannes Lion award and a Retail Industry of Canada award for the fastest-growing retailer campaign.</p>
<p>Employment Experiences:</p> <ul style="list-style-type: none"> • Freelance designer while in school 	<p>To be a creative director is about understanding the business of design. For me, this includes</p>

<ul style="list-style-type: none"> • Co-op term at agency as production intern • Co-op term at agency as junior graphic designer • Content marketing coordinator with a large corporation • Creative strategist with a small agency, account manager on small client • Creative director in a small agency • Creative director for boutique digital agency • Boutique firm was acquired by a multi-national agency and role is now co-creative director 	<p>working across different media and in different agency contexts. I soon realized that the goal of great design is not just beautiful design—it’s making a difference. This difference requires influencing attitudes and changing the behaviour of others. I keep myself and my staff laser-focused on this fact because great design and great business are mutually reinforcing.</p>
<p>Community Experiences:</p> <ul style="list-style-type: none"> • On student marketing club executive in school • Do pro bono design for non-profit groups • Mentor students at local design school 	<p>I am highly engaged in the design community and this has led to being a sought-after mentor for emerging designers, including teaching design and copywriting courses at the local design school.</p>
<p>Contextual Experiences:</p> <ul style="list-style-type: none"> • Semester abroad at MONA in Tasmania • Passionate about all things art. Seeks this same passion when recruiting staff. 	<p>I always push creative boundaries to be exposed to emerging art and media. My semester at the Museum of Old and New Art (MONA) reframed my definition of what’s possible.</p>
<p>Relationships:</p> <ul style="list-style-type: none"> • My network is diverse—art directors, designers, copywriters, project managers 	<p>I seek people who push boundaries in their field. I view the status quo as a creativity killer and need to be inspired by others.</p>

ⁱ This is a range for a Creative Director (8+ years) Toronto, Ontario, Canada as per the *2017 Creative Group. Salary Guide*. <https://www.roberthalf.com/creativegroup/salary-center-for-creative-and-marketing-professionals>