

**C A R R E N
S A U D E R**
T o r o n t o
416-986-5544
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THE WORK

Art Direction

Production

Branding & Identity

Advertising

Digital & Social

Marketing

Retouching

Copy Writing

Process Management

CREATIVE & PROJECT MANAGEMENT

Marketing Communications | Agency Experience

- Design & brand management – Produce exceptional, on brief multi-channel strategies for print/digital
- Design & production:
 - Direct mail
 - Brochures
 - Signage
 - Billboards
 - Publications
 - Posters
 - Trade show display/collateral
 - Transit ads
 - POP
 - Presentations
 - Promotional items
 - Apparel artwork
 - Digital screens
 - Online ads
 - Landing pages
 - Banners
 - E-mail marketing
- Creative briefs – Adhere to briefs, to roll-out comprehensive integrated marketing campaigns, manage tight deadlines, keep creative projects on budget and on-time
- Creative presentations – Conceptualize and verbally deliver creative strategy, to all clients and stakeholders
- Strong background in brand development; creation and implementation of brand guidelines to help maintain brand integrity and consistency
- Mass media – Purchasing, strategy and tracking, working with external vendors (TV, radio, OOH, newspaper, and digital)
- Image management – Attend photo shoots, source stock imagery and post-production of images: manipulation, colour correction and retouching
- Production management – Manage and advise process improvements for projects, systems and workflow/tracking
- Consult & direct – Internal/external designers, clients, suppliers regarding creative direction, project objectives and scheduling
- Source quotes & samples, coordinate with suppliers and printers as required, attend press approvals

Direct Mail
Integrated Campaigns
Mass Media
Retail
Digital

Social Media
Technical Illustration
Trade show/Displays
Digital Presentations
(PPT/PDF)

Adobe CC
InDesign, Illustrator, Photoshop
& Acrobat
PowerPoint, Word & Excel
Mailchimp, Wordpress

Channels

Tools

CHECK THIS OUT

C A R R E N
S A U D E R
. C O M

THE CLIENTS

Subaru

Xplornet

Art Money

Lechuza Canada

CAA

TPH

Orangina

Labatt

Sobeys

I have yet to find a
design challenge I
couldn't conquer.
Let's do this.

EMPLOYMENT

- **Studio Artist - Contract** (Agency)
Current Position
Red Urban
- **Senior Graphic Designer** (Marketing)
2011 – 2017
CAA South Central Ontario
- **Senior Graphic Designer** (Agency)
2002 – 2010
Pinnacle Communications
- **Intermediate Graphic Designer** (Marketing)
2004 – 2005
The Printing House Limited™
- **Production Technician**
1999 – 2001
Bamboo.com/IPIX

EDUCATION

Courses

- **Digital Marketing**
Canadian Marketing Association | 2016
- **Lean Six Sigma**
Yellow Belt | 2015
- **Copywriting That Sells**
U of T, Continuing Education | 2012
- **Art Direction & Conceptual Thinking**
Humber College | 2002

Bachelor of Fine Art

- **Multimedia & Digital Design**
Nova Scotia College of Art & Design | 1999
- **Material Art & Design**
Ontario College of Art & Design | 1997

Diploma

- **Visual Creative Art & Design**
Niagara College | 1997