

JESSICA HAMILTON

360i 2014-PRESENT ART DIRECTOR

- > Conceptualized and executed creative digital and social campaigns for new product launches for Oreo, Hanes and Oscar Mayer across all social platforms and digital media, ensuring each execution will perform optimally for each specific platform and that made the clients feel proud and excited.
- > Art directed photo and video shoots to ensure quality creative to exceed client expectation, follow brand guidelines and create visually striking work.
- > Concepted and executed new product launches on all digital and social platforms for Oreo, Hanes, Good Thins and Oscar Mayer.
- > Grew the Oreo Instagram fan base by 915k, Facebook 40M and Twitter 744k in 6 months with relevant content for each platform with no extra media spend.
- > Increased the Hanes Facebook fan base with no extra media buy and increased engagement from 5k per image average to 37k.
- > Work with designers to art direct creation of website design.
- > Collaborated with strategy to create and execute relevant real time content.
- > Conceptualized and designed creative elements and presentations for pitches.

ISOBAR 2013-2014 ART DIRECTOR

- > Designed a summer campaign for Malibu Rum enforcing the brand's new creative direction. Created a series of original videos, a responsive microsite, Facebook engagements and banners to engage the key demographic across the country.
- > Created clean and concise deck layouts and templates for pitch, RFP and creative presentations as well as conceptualized and designed key creative elements such as web sites and mobile apps.

MACLAREN MCCANN 2011-2013 JUNIOR ART DIRECTOR

- > Conceptualized and deployed a brand activation for MasterCard's NHL sponsorship, leveraging social media channels to generate online buzz and consumer engagement. The campaign resulted in over 4.3 million Twitter impressions and produced over 10,000 active consumer engagements.
- > Designed a responsive landing page to house the YMCA's first National campaign commercial that communicated vital brand messaging and consumer information.
- > Creative ideation, design and development of branded events for numerous clients, including digital components and on-site creative that solidified brand messaging.
- > Contributed to pitch work by designing mobile app creative, integrated landing pages conceptualization and development, as well as deck layout and design that created compelling presentation pitches.
- > Designed a concise visualization strategy for an information section on GM.ca for their new feature rich digitally integrated entertainment system.

INTEGRAM MARKETING 2009-2011 GRAPHIC DESIGNER

- > Rebranded Cstore Life Magazine and created a strong, clear, energetic brand that the executive partners were thrilled with.
- > Created original package design for Monster Jam's new line of flavored water and delivered final packaging that surpassed client's expectations.
- > Overhauled the design for Cstore Life magazine by setting in place a style guide delivering a 45% increased readership within a few months.
- > Designed, art-directed and managed the print for a 72 page high energy, bilingual magazine.

OTHER GRAPHIC DESIGN JOBS

- > CANNON DESIGN - Junior Graphic Designer 2006-2007
- > THE MAGAZINE - Intern Graphic Designer 2008

CONTACT



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EDUCATION

2012 SHERIDAN COLLEGE
Web Design Post Graduate Program

2004-2008 YORK UNIVERSITY
& SHERIDAN COLLEGE
Bachelor of Design Honours
Degree Joint Program

BRANDS

Oreo, Hanes, Oscar Mayer,
Enterprise, Nestle,
Malibu Rum,
Kahlua, Havana Club,
Absolut Vodka,
MasterCard,
General Motors,
OLG, Wendy's,
Bayer CropScience,
Cadbury, WIND Mobile,
YMCA, Mark's,
RBC, Pepsi,
Coca-Cola,
Hershey's, Unilever,
Maynards, IceBreakers,
Mars Canada,
Mattel, Monster Jam,
Imperial Tobacco,
RBH, Jack Link's

SKILLS

Photoshop
Illustrator
InDesign
HTML
CSS
Flash
Wordpress