

DOUG JACKSON

RGD



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WHAT WILL I DO FOR YOU?

- I will bring extensive experience as a strategic problem solver, brand developer and manager, corporate communications expert, on-line and social media content developer, designer, photographer and videographer, to create stellar creative solutions
- I will use my unique blend of left and right brain and well-tuned business acumen to manage resources, budgets and profitability
- I will bring multiple talents and the ability to switch gears seamlessly from meeting with clients to copy writing, design or video
- I will bring expert level skills in Adobe CC (InDesign, Illustrator, Photoshop, Premiere, Audition) as well as WordPress, MS Office, Acrobat Pro, and Google Adwords.

EXPERIENCE

ACCURATE

2011-PRESENT

Creative Director

- Direct all strategic creative deliverables while managing and mentoring a large team of creative professionals in a fast-paced agency environment
 - Direct and create web, social media, interactive, video, campaign, corporate presentation and communication products including annual reports, brand collateral, user interface/experience design, info-graphics, etc.
 - Creative copy writing for advertising, scripts, presentations, tag-lines, etc.
 - Accomplished photographer, videographer and sound editor
 - Writer and strategic lead on brand audits, marketing plans, and strategy documents
 - Provide counsel to clients on creative, marketing and business solutions designed to achieve their goals
 - Act as the central lead facilitating communication between studio resources and client services
 - Coach and mentor talent resources to help them achieve not only their full potential, but understand their contribution to corporate success
 - Perform annual performance appraisals and recruit new talent
- Develop budgets, estimates and track project progress within a profit-driven business model
 - Actively help close prospects by participating in proposal development and pitch meetings
 - Manage studio operations and monitor budgets with an eye on profitability and efficiency

ACCURATE

1998-2011

Art Director

- Art direct creative development and manage quality control of all creative products
- Design and create a wide range of print, presentation and interactive materials
- Manage and mentor a large team of designers and developers
- Direct photo and video shoots
- Lead designer on 1000's of creative projects for 100's of brands
- Creative copy writing for advertising, brand books, tag-lines, etc.

ACCURATE

1994-1998

Senior Designer

- Design a wide range of brand, campaign, magazine, print and display products

BAYNE HERRERA BERMAN COMMUNICATIONS

1991-1994

Senior Designer

- Design a wide range of brand, print and packaging products

MIRACOM COMMUNICATIONS INC.

1988-1991

Intermediate/Senior Designer

- Design a wide range of advertising and point-of-sale products

EDUCATION

1983: Thematic Cartographic Technologist, Fleming College

AFFILIATIONS & CERTIFICATIONS

- Registered Graphic Designers Association of Ontario

SECURITY CLEARANCE

- Government of Canada: Secret (Renewed January 2017)