

JASON LOVE

www.jasonlove.ca

515 Strathmore Boulevard, Toronto ON

Tel: 647-290-5883

Email: jason.john.love@gmail.com

Profile

Highly motivated, enthusiastic professional, proven to be a dedicated worker and valued team member. Over 10 years of design, marketing, communications and project management experience. Successful and well received designs in Financial and Legal Sectors. Significant experience in the financial, legal and food services sector.

Relevant Professional Experience

The TML Group Inc., Toronto

March 2014 – Present

Marketing & Business Development (freelance)

Responsibilities:

Overall brand management, design and development of company marketing/ multi-dimensional communications materials and programs. Business development and customer retention initiatives. Management and analysis of key metrics. Development of product and marketing strategies that produce revenue generating opportunities. Social media strategy development and management. Revenue positive since inception. Clients include: Prostate Cancer Canada, Elite Sweets, Longos, Walgreens, Tim Hortons, University of Toronto, Advisor Impact, and Prime Statistical Consulting.

LANCASTER HOUSE PUBLISHING, Toronto

March 2013 – March 2014

Graphic Designer / Marketing Manager

Responsibilities:

Responsible for print and digital media from concept to execution, including online presence, social media, analytics and associated reporting. Management of production team, new employee training, and the redevelopment of production operations to maximize time and financial efficiencies.

Key accomplishments:

- Improvement of production operations; decreases in project turnaround times; lowered production costs with a net savings of \$8,000 over the previous year's operations.
- Development and execution of online/social media business plan that increased subscriptions and seminar registrations by 15% with an overall net increase of \$35,000 over the previous year.
- Redesign of post conference surveys and associated promos that improved response rate by 35%.

CCH CANADIAN LTD., Toronto

July 2008 – March 2013

Marketing Team Leader

Responsibilities:

Develop, coordinate and distribute all internal and external communications including newsletters, brochures, collateral for events/seminars, monthly and annual reports, etc. Development of marketing releases and related materials for new products as well as updates to existing lines. Schedule, monitor, implement and report on entire creative production process for all marketing campaigns to senior management. Led global team on cross divisional marketing software rollout. Regularly presented marketing updates at regional sales meetings.

Key accomplishments:

- Won the CCH Achievement Club Award – trip granted to top sales performers internationally company wide.
- Received multiple Kudos Awards for surpassing set financial targets and customer satisfaction benchmarks.

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- Team lead for branding and associated marketing initiatives related to the rollout for external software developers program called CCH iSolutions.
- Established training program for new hires and developing positive, collaborative team dynamics.
- Social Committee Chair for 3 years; spearheaded various corporate team building initiatives; led fundraising activities that raised \$70,000 for the United Way.

RICOH (THE ONTARIO BAR ASSOCIATION), Toronto

September 2005 – July 2008

Senior Graphic Designer / Project Manager

Responsibilities:

Supervise and manage all internal and external design projects. Project management, marketing development, maintaining customer and client relationships.

Key accomplishments:

- Total rebranding of monthly publication *Briefly Speaking* (trade magazine).
- Improvement of client relations.
- Management of key projects to modernize out-of-date production processes to digital.

Education

RYERSON UNIVERSITY

Class of 2012

Marketing Management / Strategic Marketing

Pierre Taillon Award recipient for academic excellence

GEORGE BROWN COLLEGE

Class of 2005

Graphic Design, New Media and Advertising specializing

Software Proficiencies

Adobe InDesign

Adobe Flash

HTML

Adobe Illustrator

Adobe Dream Weaver

Microsoft Excel

Quark Xpress

Adobe Contribute

Microsoft Word

Adobe Photoshop

Adobe Type Manager

Microsoft PowerPoint

Adobe Acrobat

Adobe Forms [Lifecycle]

Javascript

WordPress

Coremetrics Analytics

Google Analytics

SharePoint

Eloqua

Salesforce.com

Brainshark

SurveyMonkey

HootSuite

Personal Interests & Qualifications

- Canadian Skiing Instructors Alliance – Level 2 instructor
- Wine Council of Ontario – Certification of Merit
- Film, literature, guitar, cooking, cycling and running.

References & Portfolio

References and portfolio available upon request.