

Summary

A marketing professional with a unique blend of CPG media planning and guerrilla OOH sales experience. Adept at managing programmatic and social campaigns while building national strategies that connect brands with consumers through creativity, data, and commercial impact.

Experience

Account Executive – Grassroots Advertising

APR 2025 - Present

- Managed the full sales cycle to secure over **\$250,000 in revenue** within the first 6 months from new partnerships and re-engaged lapsed clients, consistently exceeding internal sales targets.
- Developed and executed dozens of **creative OOH campaigns**, specializing in innovative guerrilla marketing tactics that generated significant local buzz for a diverse client portfolio.
- Leveraged a deep understanding of competition OOH campaigns, and competitor bookings to **acquire new leads**.
- Represented as the **lead point of contact** for clients from consultative pitch to campaign post reporting, ensuring creative vision and sales promises were successfully delivered.

Media Planner - Carat/dentsu (Client: Kraft Heinz)

JAN 2024 - APR 2025

- Planned and managed **eight \$500k+ 360 integrated campaigns** across programmatic, OOH and social channels in collaboration with the **U.S. Carat team**, ensuring cohesive North American strategy.
- **Mentored 4 team members**, ensuring a smooth transition during structural changes within the organization, and ensuring consistency in strategy and tactical presentations.
- **Developed training material** and hosted training sessions that were used during the onboarding of Kraft Heinz Carat US and Telus Carat CA employees.
- Provided strategic direction for Kraft Heinz' largest campaigns for their key accounts, including **Heinz ketchup, Kraft Dinner, Kraft Peanut Butter, Pure Salad Dressing and Philadelphia Cream Cheese**.

Assistant Media Planner – Carat/dentsu (Client: Kraft Heinz)

FEB 2023 - JAN 2024

- **Presented** proposed campaign plans to clients to ensure campaign success for 13+ campaigns.
- Appointed as the **Canadian point of contact** for global reporting data for all Kraft Heinz campaigns that were live during 2022, continuing into 2025.
- Managed financial oversight for a client portfolio **exceeding \$20M CAD**, ensuring on-time reporting and zero discrepancies.

Education

Bachelor of Commerce Marketing Management - Toronto Metropolitan University

2023