

DARE TO BE TRANSPARENT, PASSIONATE AND HUMBLE.
- Maple Leaf Foods

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AVALON STANLEY

ideation • strategy • possibility

A classic ENTP, I live, eat and breath ideation, always grounded in objective logic, perceptive to possibility and potential, I thrive when continually challenged. I'm in my element when delving deep to gain insights, generating big ideas and brainstorming strategic implementation.

Passionate about solving consumer problems, thinking critically and creatively about their complex journeys, I work hard to deliver innovative solutions that are backed by research and followed through with dynamic execution. When given a brief, nothing is more exciting, and nothing is unthinkable.

Equipped with a growth mindset, driven by the desire to learn, and motivated to make an impact I settle for nothing less than working to exceed expectations.

Avalon Stanley

AVALON STANLEY 02

BAKER TURNED MARKETER, FOREVER CONVERTED.



Challenging the norm and breaking through the noise is how I approach idea generation: it's all about perspective.

Applying both agility and empathy to lead, and a commitment to lifelong learning, I excel in any collaborative and creative environment. I have a passion for innovation, it's in my blood. I know that design thinking and creative intelligence form smart strategies, and I use these principles in professional practice to develop innovative proposals and marketing plans that never miss the mark. I use an agile-first approach to support the development and analysis of business goals, KPIs and their designated metrics.

Innovation is my passion. Disruption is my motto. **Let's talk.**

WHY MLF?

It's simple. We share identical core values.

EDUCATION

Digital Engagement Strategy • 2019 - 2020

Centennial College Post Graduate

BA Marketing • 2015-2019

Centennial College

Baking & Pastry Arts • 2008-2010

George Brown College

EMPLOYMENT

Management Consulting, 2016 - Present

When Pigs Fly

Took a break, 2013 - 2015

Became a Mom (hardest job yet)

Head Baker/Customer Service, 2012 - 2013

Tim Horton's

Baker, 2010 - 2012

Rose Reisman Catering

SKILLS

Digital Transformation

Web & Conversion Analytics

Innovation & Change Mgmt.

Cust. Seg. & Journey Mapping

CRM Strategies

Omni-Channel Retailing

CONTACT



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LEARN AND GROW, INWARDLY AND OUTWARDLY.