



ADAM ELIJAH

CONTACT ME

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EDUCATION

BACHELORS OF DESIGN

Sheridan College and
York University

ADVERTISING DESIGN DIPLOMA

International Academy of Design

**ELECTRONIC PRE-PRESS AND
IMAGE ASSEMBLY**

George Brown College

SKILLS

Design Thinking, Collaboration
Leadership, Brand Strategy and
Communications, Innovation,
Creative and Design Direction,
Culture Creation, Presentations,
Adobe CC, Sketch, and Figma.

I'm a lifestyle marketing, communications and design professional with vast experience in urban culture, health and beauty, entertainment, cpg, fashion and technology brands. As a strategic thinker, my passion is creating visceral brand experiences that impact consumer behaviour. A passionate leader I strive to inspire, motivate, and mentors others to produce work of the highest caliber.

Having worked with top international brands like Google, Absolut, Nespresso, Vitamix, Hershey, Bumble, RBC, Home Depot, Youtube, Roots and Nordstrom, I understand how important it is for companies like these to find the next big idea that will give them an edge in the marketplace. I love the creative process, delivering a strategy that makes people believe in a brand.

MY WORK EXPERIENCE —

2020 - PRESENT

Longplay Brands

CREATIVE DIRECTOR

- Responsible for building and leading the creative team consisting of four copywriters and five designers.
- Developed email marketing strategies and campaigns for eCommerce brands.
- Create new business presentations and onboard documents for new/potential clients.
- Training and mentorship in: branding, strategy, design, copy development, and market research.
- Developed project management process and materials to support ongoing training.
- Implemented and rolled out asset management system.
- Review and approval of all creative.
- Clients include: Dr. Squatch, Cannuka, oVertone, Wanderer, NEFF, LRG and Lights Lacquer.

2015 - 2020

The Mint Agency

CREATIVE DIRECTOR, SR. DIRECTOR OF DESIGN

- Tasked with leading creative vision and creative department for the 60 person agency and all clients.
- Review and approve of all creative assets.
- Manage and determine methods of production for all assets (physical builds, print, video, and digital).
- Direct all photoshoots and video production.
- Overseeing of all brand strategy.
- Development of RFP responses and client pitches.
- Build presentations, including copy and design for new business opportunities.
- Clients include: Google, Air Canada, Vitamix, Hennessey, RBC and Nespresso.

AWARDS

A.R.E. Design Award

VMRD Retail Design Award

Sabre: Canadian Campaign
of the Year

CPRS Marketing
Communications Campaign
of the Year

CPRS: Sponsorship Marketing
Award

ATOMIC AWARD: SILVER

PROMO AWARD: SILVER

PROMO AWARD: BRONZE

NOTABLE CLIENTS

Google

RBC

Nespresso

Hershey

Air Canada

Dosist

Bumble

Canadian Tire

Nordstrom

Ezra Brooks

Wiser's

Medallia

Childhood Cancer Canada

Campbell's

Mastercard

Unicef

World Animal Protection

Coca-Cola

Roots Canada

Absolut

MY WORK EXPERIENCE — (CONTINUED)

2011 - 2015

Dentons LLP

SR. DESIGN LEAD

- Managed a team of four designers in Canada while overseeing the work for two designers based in the US.
- Managed the development of assets, brand guidelines, and aesthetic for the rebrand of FMC to Dentons through the merger with two other international law firms.
- Designed event booths, promotional goods, annual reports, sector specific materials, and digital assets.
- Developed sales materials, presentations, and microsites to win new business.
- Designed and developed HTML newsletters, and invitation using both InterAction and TIKIT.
- Working routinely in six different languages.
- Execution and optimization of XHTML/CSS in Content Management System.

2007 - 2011

Perennial Inc.

SR. DESIGNER

- Designed in-store graphics and store decor for a number of retailers.
- Designed custom signage systems and architectural/environmental fixtures.
- Designed packaging for Loblaw's No Name, Coca-Cola, and Holt Renfrew.
- Actively involved in the setup of a design studio in Mumbai, including the hiring and training of staff .
- Lead the graphic design for all Perennial clients in India
- Clients include: Loblaw's, Home Depot, RBC, Spencer's and Airtel.