

CAROLYN MCLEOD-MCCARTHY

9 ROBERTSON DR., GUELPH, ON N1H 4S8 | 519-830-7735 | CAROLYNMCLEODMCCARTHY@GMAIL.COM

HIGHLIGHTS

- **20+ years media industry experience:** Graphic Design, Art Direction, Project Management, Event Planning and Marketing, Advertising, Communications writing and strategy, Photography and Illustration for publishing, small business, festivals and events
- **15+ years post-secondary teaching experience:** includes creation and development of courses and projects to meet academic requirements, addressing current needs of the industry
- **10+ years experience in small business development:** includes business planning, business pitch coaching and marketing consultation, focused on tech and arts sectors
- **Entrepreneur:** Owner, operator of Creative Spark Workshops artist studio. Creator of two artisan and maker annual shows. Encouraging students of all ages to engage in the creative arts.
- **High level proficiency of Adobe Creative Suite:** includes Photoshop CC, Illustrator CC, InDesign CC, Dreamweaver CC for both print and online media, on both Mac and PC
- **Writing:** editorial articles and features, press releases, sponsorship packages, online blogging and website content, marketing materials and advertising copy for digital and print
- **Deadline driven:** The fast-paced environment of the daily newspaper industry in which I have 20 years experience was an excellent training ground for quick and effective response on projects and timelines. Ability to lead teams as well as be a supportive role on variety of projects.
- **Networking:** 1,300+ connections on LinkedIn, access to business and media contacts to help create meaningful connections and project partnerships

EXPERIENCE

INSTRUCTOR

09/1997-
04-2005

01/2012 -
PRESENT

Conestoga College Institute of Technology and Advanced Learning |

School of Business and Hospitality, School of Media and Design | Kitchener

Duties include developing course curriculum to meet academic standards and desired course outcomes; delivering curriculum to a diverse student body while supporting their cultures, educational backgrounds, and learning styles; engaging students in professional practice activities providing practical experience through collaboration with industry partners; evaluating projects and fostering a creative approach to academic learning to facilitate student progress and achievement; collaborating with other faculty within course design to create an integrated learning experience.

Courses of instruction at post-secondary level include (from most recent): Creative Strategies and Media Toolkit for Integrated Marketing Communications (post graduate certificate program); Advertising for Integrated Marketing Communications (Post graduate certificate program); Graphic Design for Marketers; Event Marketing; Marketing I & II; Advertising; Marketing and New Media Applications for Entrepreneurs; Internet Marketing Technology; PR Toolkit: Multimedia Applications for Public Relations; PR Toolkit: Web Writing and Design; Adobe Creative Suite instruction (beginners through advanced) in Adobe Photoshop, Illustrator, Quark XPress for years two and three of the three year Graphic Design diploma. Most recent course curriculum development written for: Creative Strategies and Media Toolkit, Advertising for Integrated Marketing Communications, and Marketing and Social Media strategies for Small Business Entrepreneurship (co-authored and redeveloped).

**COORDINATOR
E@C PROGRAM
(ENTREPRENEURSHIP
@ CONESTOGA)**

09/2014 -
04/2015

**Conestoga College Institute of Technology and Advanced Learning | School of
Business and Hospitality, Centre for Entrepreneurship | Kitchener**

Accountable for creating Power Point presentations (AODA compliant, working with library copyright specialist) to present to various classes throughout four of Conestoga College's branches (Doon, Guelph, Waterloo and Brantford), to community groups and high schools. Duties also included promoting the program (C4E) through print and online marketing strategies, scheduling presentations and training a team of professionals working in the local community to present the C4E program within aforementioned districts.

**COORDINATOR
ENTERPRISE
CO-OP
PROGRAM**

09/2014 -
04/2015

**Conestoga College Institute of Technology and Advanced Learning | School of
Business and Hospitality, Centre for Entrepreneurship | Kitchener**

Responsible for recruiting and overseeing student entrepreneurs as they developed their business plans. Advised students in weekly meetings as they completed market and industry research, developed budgets, marketing strategies and business strategies.

ART DIRECTOR

05/2012 -
09/2016

Organimi, SaaS (Software as a Service) tech start up | Kitchener

Working in a fast-paced environment at the Communitech tech hub in the newly developed Hyperdrive program (now Rev Accelerator) to create effective communications and imagery for the online software program and mobile application. Growing to a team of 15 from the initial four, responsibilities grew to include marketing and promotions and pitch decks for investor recruitment.

**OWNER,
OPERATOR**

05/2010 -
PRESENT

[Creative Spark Workshops](#) | Guelph

Creative outlet for hosting workshops and classes in a variety of disciplines through networking and collaborating with artists in the community. To create further community engagement and to promote the studio

- **Creative Spark Winter Market Artisan Show & Sale** was created in 2012, now an annual event. As a strong supporter of local charities and non-profits, the show has raised over \$12,000 to date for the Guelph Food Bank.
- **Creative Spark in the Park** – created in 2016 to further engage artists, musicians and the community which has now been moved to the [Elora Centre for the Arts](#) in a partnership to help raise funding for the Centre as well as promote the arts culture in Ontario. Additional focus on children's arts development and entrepreneurship.
- **Kids summer camps & PD Day workshops** - develop and provide programming for kids ages 8-14 through creation of summer camp curriculum and PD Day camps to introduce young minds to new learning opportunities and inspire them creatively. Camps include(d) drawing and painting, theatre and film production, sculpture, painting, jewellery making, sewing, creative writing and music programming.
- **UkeJam Program** - developed and started in September 2018, this new all-inclusive music program has a focus on teaching ukulele for beginners of all ages. The newest initiative, the Silver Strummers, has just been unanimously voted to become its own entity by the Guelph Wellington Seniors Association of which I am the program leader.

**GRAPHIC
DESIGNER+**
05/2005 -
02/2012

Editorial Magazine Division, Metroland Media | Kitchener

GRAND magazine (Lifestyle - 176-236 pages), TASTE magazine ('Foodie' - 48-64 pages), and Rex magazine (Business - 64-96 pages). Created and designed overall look of magazine portfolio, branding identities and respective web sites using Adobe Creative Suite. Duties included art direction, layout design, illustration, pre- and post production, organizing special editorial and advertising features with focus on increasing revenue, photo editing and enhancing, proofing and quality control. Other duties included creating annual production schedule with our printing partners, advertising sales team, editorial and production departments, writing short features, researching story ideas by engaging with the local community and attending community events, writing and delivering online newscast for The Waterloo Region Record.

**NEWS GRAPHIC
ARTIST**
10/1992 -
08/2005

The Waterloo Region Record (formerly The Record) | Kitchener

Designed page layouts, created maps, charts, graphics and illustrations in a variety of traditional and computer media in a fast-paced, daily output publication. Coordinated the complete redesign of three daily newspapers within the Region, trained staff and supervised the launch of each paper (the Waterloo Region Record, the Guelph Mercury and the Cambridge Reporter)

EDUCATION

Associate of Arts, Graphic Design and Advertising

Conestoga College, Kitchener, Ontario
3-year diploma, 1992

Master of Business Administration with concentration in Marketing (*in progress*)

Edinburgh School of Business
Heriot-Watt University, Edinburgh Scotland

Courses completed: Marketing

Courses enrolled in: Economics, Organizational Behaviour

Course completion date: Professional development and personal growth strategy, no specified time limit. A total of 9 courses needed for completion.

VOLUNTEERISM

MARKETING DIRECTOR

09/2016 -
10/2017

Royal City Uke Fest 2017 | Guelph

Working with core committee of six members, responsibilities included development and implementation of marketing plan, brand identity creation, content creation for communications both online and in print, creation of sponsorship packages and email communications to attract sponsorship and other community partners, event planning and day-of activities and creation of festival print program and affiliated advertising.

COMMUNICATIONS & WEBSITE COMMITTEE

01/2015 -
PRESENT

Guelph Arts Council | Guelph

Communications and Website development Committees: Duties include content strategy for marketing communications online and in print, photography of affiliated events and marketing promotions, and stakeholder engagement. Currently working on Website content committee to rebrand, redesign and update content, create a better user experience for all stakeholders.

ACTIVINTEL

01/12/16-
01/09/18

ActivIntel | Guelph

Responsible for brand identity, marketing strategy, pitch presentation creation for grant and fundraising opportunities and creating business partnerships.

MARKETING CHAIR

09/2009 -
08/2011 AND
09/2014 -
08/2016

Fergus Scottish Festival and Highland Games | Fergus

Responsible for the marketing program of the festival. Mandate included creating an aggressive marketing strategy within budget guidelines in order to reach catchment area of 50km radius of the festival location, engage sponsors, committee members, volunteers and the local community. Duties included acquiring new skilled volunteers to join various committees, creating agendas and managing committee meetings, collaborating with Board members and various committee members, acquisition of media sponsorships to work within marketing budget, creating new venues for programming to encourage and engage new markets, create marketing materials both in print and online, work with 3rd party tradespeople in web publishing, video production, radio, TV and social media outlets to effectively communicate and reach target market.

CHILDREN'S VENUE CHAIR

09/2010 -
08/2016

Responsible for creating programming, hiring entertainment, staffing volunteers for 1,000+ children under the age of 12 to participate in Scottish culturally-based activities which included curling, archery, heavy events, Celtic music, dance and language.

BOARD MEMBER

09/2008 -
08/2011

Completed a three year term on board of directors. Responsible for a large variety of decisions around policy, contracts, marketing, festival site, security, hiring, partnership and sponsorship programs.

SCOTTISH@HEART WORKSHOP SERIES CHAIR

09/2014 -
08/2016

Created a new venue to address declining attendance through 'You don't have to be Scottish to enjoy the Fergus Scottish Festival!' marketing campaign. Responsible for creating programming, researching and hiring Celtic music, dance and language professionals, recruiting and overseeing volunteers.

NOTABLE ACCOMPLISHMENTS

- ***Creative Spark Winter Market***, co-created with my art studio partner Catherine Butchart in 2012, this show has seen growing success each year. I have been the sole proprietor of the show since 2014. From its humble beginnings of 430 in attendance over a two day show period in it's first year to over 1,500 in the single-day show as it is today, showcasing 34 artists, artisans and makers. Over \$12,000 collected through donations as patron entry to the show has been donated to the Guelph Food Bank to date. Over \$50,000 in show sales by the collection of participating artists. A new summer show in partnership with the Elora Centre for the Arts aimed to showcase artistic talent of over 50+ artists, artisans and makers and help with the fundraising efforts of the Centre while enhancing their visibility in Southern Ontario as they compete for public funding was started in 2019. It is moving ahead as an annual event. creativesparkworkshops.com/ecfta
- ***Royal City Uke Fest (RCUF)***, a new ukulele festival in Guelph created in 2017 of which I was a member of the core development team, saw all available workshop tickets sold out by June 2017, a full three months before the event took place on September 30th, 2017. A major accomplishment for a brand new show with no previous exposure. My duties included product development, branding identity creation, marketing strategy and sponsorship package design, securing sponsorships and partnerships, writing press releases, creation of posters and program for the event, building network of business partners. RCUF is still enjoying success each year.
- ***Experience the Arts*** in February of 2017 was a successful fundraising event that my **Event Marketing students from the Business Marketing program** created and executed for the Guelph Arts Council under my instruction and supervision. This successful event raised over **\$4,200** in this one-day show in which patrons were invited to visit several arts 'stations' to introduce them to six different local artists who demonstrated and taught their crafts. They included belly dancing, pencil drawing, fiber arts, improvisation/performance, hand crafting and ukulele playing. The event exceeded the \$2,500 fundraising goal and was successful at creating community engagement in the arts.
In the same year, I created six groups within another class who successfully raised **\$7,820** for the **Make-A-Wish foundation**, not only granting the teenager we were assigned with his wish, but raised enough through their fundraising events and marketing efforts to grant two others. With my leadership, the students made a huge difference in the lives of these children living in our community and engaging local businesses and creating awareness for the cause.
- Returning in 2015 as Marketing Chair of the ***Fergus Scottish Festival and Highland Games*** I was tasked to rebuild the reputation of the failing festival with a marketing strategy that would have the same impact the 2009 campaign had, one I was heavily involved in creating. Centre Wellington had voted to give the festival a \$50,000 loan which would need to be paid back within three years. The success of the marketing strategy saw a 200% increase in attendance. The strategy included new venues to attract new markets, an aggressive social media campaign and massive public relations strategy. The success allowed the festival to pay back the loan within the year and put the festival back on the map and back on Festivals & Events Ontario's top 100 festivals list.
- First place awarded in the 2010 ***Best Advertising Campaign***, awarded by the **Economic Developers Association of Canada** for the Scottish History Advertising Campaign (between \$200,000 & \$600,000 category, 2009 Season) created for the Fergus Scottish Festival and Highland Games while a member of the volunteer marketing committee. The campaign also took top honours at the Festival Events Ontario Conference in the ***best-media-marketing-promotions*** category ([article](#)). I became the Chair of Marketing and voted on as board member for the following three years. After a 3 year absence, this experience encouraged the new acting president to call and ask for help in recreating the success for 2015 as stated above.

REFERENCES

Kim Denstedt, Coordinator and Professor

Public Relations department, School of Business, Conestoga College Doon Campus
299 Doon Valley Drive, Kitchener, Ontario, N2G 4E5 (retired May 2020)

Cell: 519-699-5343 | kdenstedt@conestogac.on.ca

Meti Basiri, Co-founder and CMO, ApplyBoard (former Business Marketing Student)

101 Frederick St., Suite 600, Kitchener, Ontario, N2H 6R3

Work: 519-900-6001 | Cell: 226-988-3326 | meti@applyboard.com

Lee Puddephatt, Manager Public Service at Milton Public Library

1010 Main St. E., Milton, Ontario, L9T 6H7

Work: 905-873-2681 ext. 2544 | Cell: 519-837-1528 | lpuddephatt@haltonhills.ca

Nathaniel Groendyk, Senior Software Engineer (former C4E entrepreneur, ActivIntel)

Ford Motor Company, Waterloo Ontario, Canada

Cell: 519-803-3734 | ngroendyk@gmail.com

Sarvpreet Kaur, Product Manager (former C4E entrepreneur)

ComhlaTech Limited, Guelph Ontario Canada

Cell: 519-760-3417 | saru748@gmail.com



<https://www.linkedin.com/in/carolyn-mcleod-mccarthy-17522823>