



KEY PROJECTS

Over the course of my career, I have had the privilege of working with many interesting regional and international organizations. My strongest role has been that of the “translator”. Coming from a background in design and technology, I speak those languages, while also being fluent in the areas of business intelligence and business culture. At the intersection of these two (seemingly disparate) areas lies the successful growth of an idea into an accurate project brief, a properly budgeted process, and a highly satisfactory project outcome. Listening to what the stakeholders are saying, intuiting what they are not saying, and learning their culture and business ideals lead to pitching a project that maximizes the budget and scope to its full potential, while also being completely executable by a production team. Here are some examples:

Phillips Interactive Media (Tallahassee, FL)



Challenge: Phillips Interactive Media had created a series of hardware and software products for both businesses and consumers to allow for the easy distribution of interactive multimedia titles. However, market penetration and traction were proving difficult for these high-tech devices, with potential customers not responding to overly technical marketing initiatives.

Role: Working with the Phillips marketing and technical teams, I learned the products’ capabilities and limitations in order to recommend a strategy that would clearly demonstrate the features and benefits to a diverse audience. I determined the project deliverables and budget, and then worked with a production team to ensure the deliverables.

Result: A series of televised, in-store, and trade-show based presentations that used clips from popular movies as a humorous way to demonstrate the capabilities of the products. For example, clips from *Ghostbusters* were used to depict HR training, and clips from *2001: A Space Odyssey* were used to depict an interactive training manual. The project was demonstrably successful in driving early adopters to use and evangelize the products.

Junior Diabetes Research Foundation (New York, NY)



Challenge: JDRF was looking for a way to allow staff to thank and recognize the tireless volunteers that are the core of their fundraising and community outreach. More importantly, they wanted these activities to be tracked and reportable.

Role: I determined the requirements and wish lists related to volunteer recognition as well as the reporting needs of upper level management. With this knowledge in hand, I made a series of recommendations that broadened the scope of the project using technology in ways that were not initially known to the organization. I created excitement for the project’s full potential, and presented the parameters to a production team that ensured a smooth delivery.

Result: An online e-card system that allows staff to quickly and easily send a customized greeting of thanks to valued volunteers. This system also tracks and reports on all aspects of the communication (number of sends, number of opens, chapters with highest usage, etc.) to give an overview of volunteer retention efforts to senior staff. The system is used thousands of times per year across the organization in the US and Canada.

JDRF TeamH2V (Toronto, ON)



Challenge: TeamH2V accomplished something that was never done before: a 9-day bicycle relay from Halifax to Vancouver (with a Guinness Record to prove it) to raise funds for JDRF. As they rode from town to town, a challenge existed to ensure that well wishers and donors were able to track their progress, and that local media were armed with useful materials.

Role: I researched and recommended a technology strategy that would equip the team with GPS transmitters and portable data connections that would allow viewers to track the team's progress on web and mobile based mapping apps. I also devised an electronic media strategy that would feed local media news-ready clips and electronic media kits that could be quickly and easily implemented to enlist local support and rallies in each town visited. I then worked with technical and production teams to implement these plans.

Result: As TeamH2V rode across the country with the ability for supporters to track their progress and learn about their efforts from local media, support grew exponentially as the journey progressed. These efforts helped with the raising of over \$250K for JDRF.

Spark Kit (Vancouver, BC)



Challenge: Spark Kit represents a line of software products tailored to the needs of the hospitality industry. As this industry is typically technology-adverse, the products needed to be presented in a user-friendly way that would help Spark Kit's business grow in their target market. There was also a requirement that every aspect of the product from branding to advertising, packaging and documentation maintain a cohesive, professional and high-quality look and feel.

Role: The first challenge was to determine the right market positioning for this product. I then developed a brand strategy for the product line that included naming, logo and design language. This translated into the user interface design for the software itself as well as its documentation. In addition, I designed and created brochures, flyers, packaging design and the promotional website.

Result: The Spark Kit product line was successfully launched into the marketplace with a strong brand identity and design. It went on to be adopted by some of the top restaurants and hospitality organizations in Vancouver, including: The Vancouver Club, Hy's Restaurants of Canada, Joe Fortes, The Irish Heather, Quattro Restaurants and many others.

EasyESL (San Francisco, CA)



Challenge: EasyESL had produced a very successful series of English as a Second Language learning videos that were used in both public and private schools across the US. However, as technology changed and advanced, the company was finding it increasingly difficult to find distribution channels for their tape-based product.

Role: Working with the producers and consulting with some of their key clients, I derived a strategy and project that would dramatically extend the life of their IP by moving it to web-based streaming media and wrapping it in a system that would allow for easy client set-up, student use tracking, online testing, and learning reinforcement. The key to this project was demonstrating to the company the full vision of their future potential, even when they did not initially envision it themselves. I worked with technical, programming, and design teams to ensure successful implementation of the project.

Result: A quickly dying, analog business has been extended by over 10 years by moving their high-quality and evergreen content to a digital distribution channel. End user clients and students continue to use the system to great benefit in school districts across the US.

Immersive Media (Portland, OR)



Challenge: Immersive Media had invented a ground breaking product that allowed for the real-time capture of 360 degree immersive video at broadcast quality. Although this product was immediately recognized by industry leaders (Google used this for their initial Street View efforts), there remained a difficulty in engaging small and medium enterprises. The large high-quality video files also proved difficult to distribute to end users.

Role: I worked with the organization's technical, marketing, and management teams to learn all aspects of the product. I developed a strategy to visually illustrate the product process and key advantages to their customers, and researched content delivery networks and compression techniques to recommend strategies for better distribution of the video content. I then worked with design and production teams to build presentation materials, and worked with third-party vendors to help create an efficient content delivery system.

Result: A series of engaging presentations that clearly demonstrated the benefits of the company's products. Also, a distribution option that allowed the average computer user to access and view the videos. This evolved into a multi-year relationship and partnership that resulted in many successful marketing and storytelling initiatives.

Xypex (Richmond, BC)



Challenge: Xypex is the largest producer of concrete waterproofing products in the world. Based in over 100 countries, their products are used in almost every major infrastructure project on the planet, from the Panama Canal to the Beijing Olympics. Despite this success, they remained relatively unknown in the larger world of construction where they wished to create success with more residential and commercial building projects.

Role: Working with their advertising agency, we researched their business to determine what story they wanted to tell, and how they wanted to convey it. I then determined the end user markets that they wished to pursue in multiple countries. I created an information architecture that allowed for both marketing and technical information to be accessed quickly and easily. I worked with creative and programming experts to ensure the successful implementation of the project scope.

Result: We achieved improved market penetration and end user adoption of Xypex's products as a result of an effective digital marketing campaign via a website and interactive kiosks. In addition, the trade-show kiosk program allowed for the distribution of additional marketing and technical information, as well as capturing leads.

Vancouver Olympic Committee—Spirit of BC (Vancouver, BC)

vancouver 2010



Challenge: Vancouver's 2010 Winter Olympic Games are considered to be one of the most successful Olympics in modern history. It was critically important to the organizers and the government funders that the Games provided inclusion, pride, and economic benefit to the entire province of British Columbia and its communities.

Role: Working with the Spirit of BC staff and directors, I determined a communications strategy that would allow each community in the province to describe, promote, and schedule the local events that they would be hosting in conjunction with the Olympic Games. After learning about their objectives, I specified a system giving each community a customizable section of a portal website, as well as marketing concepts that helped to promote this program. I then worked with creative, design, and programming experts in completing the project.

Result: Each of over 100 towns and cities in the province was given a voice and a platform to promote their local activities and initiatives relating to the Olympics. Hundreds of thousands of residents from across BC visited the site to see how they could best participate in their local communities.

Continuing Legal Education Society (Vancouver, BC)



Challenge: The CLE has a mandate to provide up-to-date information and courses to lawyers across the province of British Columbia in every discipline of law practice. Effectively engaging lawyers practicing in individual silos of law was proving difficult with their one-size-fits-all approach. Lawyers tended to ignore all provided marketing materials when it included information not pertaining to their speciality. Course enrollment suffered as a result.

Role: Working with the staff of the society as well as with a selection of client lawyers, I determined the requirements for effectively and affordably communicating customized information to each speciality. The system allowed each lawyer to self-categorize themselves on the CLE website. There was also an e-news system that would automatically build a custom collection of subject matter for each lawyer in their chosen area of practice. I worked with a team of designers and programmers to ensure the successful completion and implementation of the project.

Result: The completed system resulted in a dramatic increase in engagement and courseware purchases by member lawyers. This translated into a high six-figure increase in revenue for the CLE over the life of the system.

Canadian Breast Cancer Foundation (Toronto, ON)



Challenge: The CBCF has chapters in each province of Canada. From the head office perspective, it is critically important that the key messages and branding of the organization be properly maintained and protected. However, it is equally important that each chapter have the autonomy to tell its constituents about local fundraising and community building efforts in a timely manner.

Role: Working with the senior staff of the foundation and their advertising agency, I created a project that would allow each chapter to have control of their messaging and event information at their own discretion via the national website, but also allow head office staff to review and approve or change any messaging that was deemed "off-brand". I then worked with programming teams to see to the successful implementation of the project.

Result: Local messaging and fundraising event promotion increased dramatically as each chapter was given the tools to communicate in a timely manner. Head office retained peace-of-mind with centralized control over the content.

Motorcycle Lawyer (Vancouver, BC)



Challenge: Daryl Brown is a successful personal injury lawyer that wanted to start his own firm, specializing in providing service to the motorcycling community of which he has been a part for many years. Unfortunately, this new firm was starting from scratch with their digital presence in a well-established and fiercely competitive market. With paid keywords (CPCs) over \$100, a strategy of content marketing and value-driven ad targeting would need to be employed to break into the top search engine results. Additionally, this campaign would need to be closely monitored with goal-driven analytics.

Role: Working with the staff of the firm, we created a content marketing schedule around articles and posts that would be of interest to the motorcycling community. This was backed up with a well-researched list of digital ad opportunities that were determined to be hidden values, along with strong SEO. Analytics and goal conversions were set up to determine the efficacy of both the organic, content driven traffic and the ad supported inbound prospects. The various campaigns were closely monitored and adjusted as required.

Result: In less than 8 months, the new law firm went from no ranking in search engines, to first-page organic placement across multiple search terms. The analytics showed a CPC of less than \$1 for paid search, driving thousands of potential new clients to the site in that time. Meanwhile, organic results brought in double again the number of visitors to the site, helping establish the new firm in record time.

Olympus/Northern ANI (Vancouver, BC)

OLYMPUS

Your Vision, Our Future

Challenge: Olympus Scientific Instruments manufactures an impressive array of measurement devices for geologists and technicians that allow for the instant analysis of metallurgical compounds directly in the field. These devices could potentially appeal to a very large variety of industries, scientists and individuals.

However, the varied and disparate needs of each potential customer often made it difficult for them to find the information necessary to make a purchase decision.

Role: Working with the distribution channel (Northern ANI), I specified a system that allowed for easy searching of technical data, as well as a highly customizable structure that provides the content in multiple formats. I was able to determine the correct scope of this project by studying the breadth of the available information and understanding the capabilities of the database and search technologies. I then worked with their team to implement the final project.

Result: An easy to access and highly searchable web and mobile based system that allows potential customers to access the technical and product information they are looking for. Through the addition of proper analytics and tracking systems, it has been confirmed that user engagement has increased dramatically.

9iFX (Portland, OR)



Challenge: 9iFX is a talented 3D animation and visual effects firm in Portland, OR. Despite the wide ranging and impressive projects that they have worked on over the years, their marketing process did not properly reflect their abilities and position in the market. They required a cohesive message, a clear indication of their talent and a campaign to reach out to the market. They also required a marketing funnel to capture potential client leads.

Role: Working with the company's principals, I determined a new marketing strategy, collateral, and tech stack to improve their image and reach. This involved a revamp of their brand, a complete rework of the demo materials, a new web site and new promotional materials. I also implemented CRM and Email Newsletter systems to track and increase the inbound leads funnel. These were integrated into the website via API connections.

Result: Within 6 months of implementing the new marketing direction, 9iFX landed considerably larger and more frequent projects and clients, including work on a Christopher Nolan film, and the graphics package for the Emmy Awards.

Joyous (Portland, OR)



Challenge: Joyous is a start-up company creating a new app for restaurant patrons to reserve, order and pay for their in-restaurant and takeout meals from their phones. As with all tech-focused startups, their challenge was to present themselves in the well-designed and professional manner that is expected from the consumer. Their branding and marketing materials were in need of consolidation and focus, along with the overall look of their products.

Role: I created a new brand design language for the company, as well as web sites for both their B2B and B2C efforts. To assist with their outreach and marketing, I created marketing collateral pieces for their sales team, and assisted with improving the UX/UI of their software.

Result: With a much improved visual look and feel to the brand, marketing materials and software, this start-up has entered the market on par with larger, well-funded competitors. They have since acquired clients beyond their initial projections, and expanded into new markets.

Reality Aero (Portland, OR)



Challenge: Reality Aero is a content developer that supports aerospace companies in a unique start-up culture that has formed in a traditionally closed marketplace. Like all start-ups, these companies need to acquire investors, clients and market acceptance. However, as their products and services are inherently technical and sophisticated, a linear video will not sufficiently tell their story. Instead, these new aerospace start-ups require a new breed of storytelling tools and technology.

Role: Working with aerospace experts, I helped them create examples of storytelling tools using virtual and augmented reality (VR and AR). This included a demonstration project in which viewers can don a VR headset to view a Saturn V rocket in its full scale, as well as manipulate and even assemble the rocket. This project involved sourcing the technical materials, creating the project specification and interface, and coordinating with aerospace and programming experts to ensure that the finished product worked well and was scientifically accurate.

Result: I created VR and AR demos along with a series of explanatory videos, a web site and brochure materials. This allowed Reality Aero to be recognized by top aerospace decision makers, influencers and clients, and confidently enter the market to produce projects in this exciting new arena.

TEACHING EXPERIENCE

I commit a certain percentage of my time to teaching at the post-secondary level in the areas of digital media, programming and marketing technology. Along with gaining a deep understanding of curriculum development and delivery, the teaching experience inspires me to stay on top of new technologies and techniques.

Simon Fraser University

Program: Public Relations Certificate Program, Digital & Mobile Marketing Certificate Program

Role: Developed curriculum and course materials for classroom and online delivery. Adapted English curriculum for specialized EAL/ESL cohorts. Served on the Program Advisory Committee.

Vancouver Community College

Program: Web & Graphic Design Program

Role: Developed curriculum for classroom delivery. Served on the Program Advisory Committee.

University of British Columbia

Program: Multimedia & Web Design Program

Role: Developed curriculum and course materials for classroom delivery. Coordinated student internship opportunities and placements. Provided career mentorship.

BC Institute of Technology

Program: Senior Certificate in New Media Design

Role: Developed curriculum and course materials for classroom delivery.

VOLUNTEER AND BOARD EXPERIENCE

FounderZ Weekend

Mentor for Student Startup Teams

Oregon Energy Fund

Marketing Committee Board Member

City Club of Portland

Business and Prosperity Committee Board Member

Hack Oregon

Homelessness Committee Volunteer

Vancouver Community College

Program Advisory Committee—Media + Technology

Simon Fraser University

Program Advisory Committee—Digital Communications

Information and Communications Technology Council (ICTC)

Integrated Workplace Experience Strategy Advisory Committee

Canadian New Media Awards

Awards Selection Committee and Judging Panel

NewMedia BC & HRSDC

Industrial Adjustment Service Committee on New Media Careers

Capilano University

Advisory Board for the Interactive Design Program (Infotec)

Selkirk College

Advisory Board for the Digital Arts & New Media Program