

ERIC CODE

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SUMMARY

Seasoned copywriter and manager with over 15 years agency experience. Skilled in all media from Twitter to television and beyond. I offer a rare combination of conceptual creativity, strategic logic, engaging copy, visual thinking, and the drive to step outside my role whenever a project or team needs help.

RELATED EXPERIENCE

Founder and Chair

Toronto Dog Park
Community
Nov 2016 - Present

- Created a citywide dog park advocacy group after defending my own dog park.
- Formed a steering committee of eight volunteers.
- Built a Facebook group with over 1,500 members and counting.
- Manage and write for Twitter to reach City Councillors, staff and thought leaders.
- Co-created the brand's logo and visual identity. Established tone of voice.
- Wrote media releases, presentations, pamphlets, reports, and articles for Metroland.
- On the verge of changing Toronto City Policy for the benefit of all residents.

Associate Director, Creative Group Head

LoyaltyOne
Mar 2011 - Jul 2016

- Supervised creative development for multiple brands and initiatives, including BMO Bank of Montreal, Sobeys, Air Miles sales events, DM and retail theatre.
- Managed and mentored copywriters, junior copywriters and interns.
- Participated in multiple new-business pitches. Presented to C-level executives.
- Wrote and supervised digital, social, email, direct mail, events, videos and radio.
- Interviewed C-level executives for corporate videos and gave direction to directors.
- Clients included Sobeys, Shell, Metro, Rexall, BMO, AMEX and Air Miles.

Copywriter

LoyaltyOne
Jun 2007 - Mar 2011

- Developed creative concepts for websites, microsites, online ads, online games, emails, videos, direct mail, sales events, contests and promotions.
- Co-created the most successful AIR MILES national event to date (40% increase).
- Co-created one of the most personalized direct mail programs in North America.
- Participated in multiple new-business pitches.
- Clients included Sobeys, Shell, Metro, Rexall, BMO, AMEX and Air Miles.

Copywriter

DraftFCB
Jul 2005 - Jun 2007

- Developed creative concepts for promotional online games, online ads, websites, email, brochures, newsletters and more.
- Worked with Lowe Roche to develop the Toronto Star's 'Ask Why' campaign.
- Mentored Junior Copywriters and Interns.
- Presented to senior clients with confidence and skill. Presented in pitches.
- Clients included Pfizer, PC Financial, FedEx, Canada Post, Toronto Star, HP and OLG.

Account Supervisor,

MacLaren McCann
Jan 2001 - Apr 2004

- Supervised the GM Goodwrench Service national brand account.
- Managed annual budgets of over \$4.6 million and supervised a team of four.
- Led national advertising campaigns, integrating television, newspaper, radio and point-of-sale, while providing direction to regional offices.
- Co-created a national direct mail program with a response rate of over 10%.
- Developed and launched brand identity guidelines.
- Developed, wrote and ran national dealership sales incentive programs.
- Wrote creative briefs and corporate videos.
- Collaborated with and gave direction to creative, production, media, interactive, Cossette Montreal and branding agencies.

Account Executive

MacLaren McCann Retail
May 1999 - Jan 2001

- Ran the GM Goodwrench Service Ontario Dealer Marketing Association account.
- Managed annual budgets of over \$12 million and mentored one employee.
- Executed and helped lead quarterly retail campaigns, integrating television, newspaper, radio, digital and point-of-sale.
- Wrote launch kits for every campaign, shipped to dealers with point of sale. Kits included instructions and videos to engage staff, which I also wrote and directed.
- Planned, organized and presented at regular all-day meetings with the Ontario Dealer Marketing Association Executive (a committee of GM dealership owners).
- Developed, wrote and ran regional dealership sales incentive programs.
- Wrote creative briefs and dealership videos.
- Coordinated between clients, creative, production, media, interactive and direct.

EDUCATION

Adobe Photoshop Series, Certificate

Humber College
Mar 2019

- Refreshed my skills to keep up with program advancements.
- Course involved making marketing materials, creating images and text for websites, Instagram and Facebook, retouching, compositing, design principles, and creating custom documents for personal and business use.

iMovie for Beginners

Toronto Public Library
Jan 2018

- Refreshed my skills to keep up with program changes.
- Learned to create videos, working with transitions, titles, green screen and more.
- Used these skills to create videos for social media.

DSLR 101 & 201, Adobe Lightroom 1 & 2

Henry's Learning Lab
Feb 2015 - Jan 2018

- Learned to harness the full capabilities of my DSLR camera, including manual settings.
- Courses covered everything from technical to creative, composition and effects.
- Learned to use every feature of Adobe Lightroom to organize and manage photos as well as retouching, fixing, and editing.

Advertising Diploma

Sheridan College
Sept 1997 - Apr 1999

- Studies included sales, marketing, advertising planning, media planning, media buying, direct mail, copywriting, layout design and industry software.
- Graduated with high honours and an A+ average

Earth Science

Laurentian University
Sept 1993 - July 1996

- Studies included ecology, biology, geology, geography and chemistry.
- Gained a thorough understanding of how nature works.
- 97% in second-year ecology.

AWARDS & ACHIEVEMENTS

- Five NAMMU Awards, one Bronze CMA Award, one Gold Summit Award, two Webby Honourable mentions.
- Received a MacLaren McCann People Award for exceptional performance and team spirit.
- Received two AIR MILES Chairman's Excellence Awards.
- Finalist in Rogers Hot Shots TV Ad competition.
- President of Thorneloe College Student Council, Laurentian University. Organized frosh week and events.
- Won a TD Park People Grant. Used it to organize and conduct four community events as team leader.
- Graduated at the top of my class in QL4 Communications Course, Canadian Armed Forces.

VOLUNTEER WORK AND INTERESTS

- Served on the Mimico Residents' Association Board of Directors for two years.
- Researched and wrote a heritage assessment that helped save a historic church.
- I enjoy kayaking, canoeing, sailing and camping, as well as home renovations and landscaping.
- I play drums and was in two bands. It's no wonder my copy has rhythm.