

# Anthony Hello

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## ABOUT ME IN 10 SECONDS

Strategic thinker, creative marketer, skilled communicator, and disciplined project manager focused on innovation & results. Brand activation expert.

## HIGHLIGHTS

- 8 years of marketing industry experience
- Financial services, beverage alcohol, automotive, fashion, lottery, home appliance, and packaged good background
- Developer and manager of award-winning campaigns

## EMPLOYMENT SUMMARY

Time frame: October 2007 – Present

Employer: **MediaCom**

Position: **Director of Content**

Reporting to: Vice-President Strategic Communications

Clients: Audi, Canadian Tire, H&M, Jenn-Air, KitchenAid, Maytag, Moen, TD Canada Trust, Whirlpool, Winners, and others

Field: Integrated media and experiential marketing

Duties:

- **Strategic Development and Implementation**
  - Develop and drive strategy to meet overarching brand objectives
  - Lead the creation, development and execution of integrated marketing plans
  - Negotiate media deals to optimize value and ROI for clients
  - Evaluate sponsorship opportunities
  - Champion creative and production excellence for multi-channel promotional advertising and branded content
  - Supervise direct reports on a day-to-day basis to ensure excellence in execution
  - Lead development and presentation of post-program analyses
- **Client, Supplier, and Team Management**
  - Manage day-to-day communication with clients, partner agencies, suppliers, internal media planners, and media suppliers (i.e. CTVglobemedia, Canwest, Rogers, Astral, etc.)
  - Develop strong relationships with clients
  - Supervise, mentor, and train direct reports
  - Foster excellent working relationships with internal groups – media planners, buyers, etc.
- **New Business growth and Revenue Control**
  - Manage revenue and profitability of projects; ensure timely billing
  - Increase revenue from existing accounts
  - Develop and participate in new business pitches

Time frame: January 2005 – October 2007

Employer: **The Hive Strategic Marketing Inc.**

Position: **Account Supervisor**

Reporting to: Group Account Director

Clients: Brown-Forman (Jack Daniel's, Finlandia), Miller Canada/International/UK, Molson Canada

Field: Promotions; Advertising; Events

Time frame: April 2003 – January 2005  
Employer: GEM Group Inc. (formerly ECHO Advertising Inc.)  
Position: **Senior Account Executive**  
Reporting to: Group Account Director  
Clients: Labatt Breweries of Canada  
Field: Promotions

#### **SELECTED AWARDS**

**GOLD – 2010 Sponsorship Marketing Council of Canada Awards**  
Media Sponsorship  
“TD Canada Trust First-Timer Mondays on HGTV”

**DISTINCTION – 2010 Sponsorship Marketing Council of Canada Awards**  
Media Sponsorship  
“Get Comfortable with TD Canada Trust on CBC TV”

**BEST BOOTH DESIGN 400-SQ.FT.+ - SIDIM 2010**  
Jenn-Air Home Appliances

**GOLD – 2009 Canadian Marketing Association Awards**  
Best Financial Services Media Campaign  
“TD Canada Trust First-Timer Mondays on HGTV”

Lieutenant-Governor’s Silver Medal (Top Graduating Student, Faculty of Business Administration) – 2002  
University of New Brunswick

#### **COMMUNITY OUTREACH**

Volunteer, Marketing  
FIFE House/SPOTLIGHT  
2010 – Present

Member, Marketing Advisory Committee  
Seneca College  
2009 – Present

#### **EDUCATION SUMMARY**

*Course: Survival Skills for New Managers*  
MICA Centre for Leadership (December 2006)

Bachelor of Business Administration (May 2002) – Graduated 1<sup>st</sup> in Class  
Concentration: Marketing  
University of New Brunswick (Fredericton, NB)

International Business Studies Exchange (August 2001 – January 2002)  
Groupe Ecole Supérieure de Commerce de Rennes (Rennes, France)

#### **INTERESTS**

Pop culture, travel, marketing, yoga, running, dinner parties, family and friends

#### **REFERENCES**

Available upon request