

BRAM WIGZELL

Content Strategy / **B**rand Development / **C**reative Direction / **C**opywriting / **D**esign

A creative marketing and communications professional with over 10 years of cross-industry experience. Looking to drive results in a fast-paced, challenging, and forward-thinking creative environment.

 bram.wigzell@gmail.com  226.600.8203  www.bramwigzell.com  [bramwigzell](https://www.instagram.com/bramwigzell)

PROFESSIONAL EXPERIENCE

AME LEARNING 2014 - 2016

Manager, Marketing & Communications

Full marketing strategy and scope, from creative direction to execution.

Notable accomplishments:

- Designed and executed B2B marketing strategy
- Coordinated closely with leadership, sales, and product teams
- Created company branding (visual language, style guide, graphic design)
- Developed, launched, and maintained new website (www.amelearning.com)
- Implemented and launched ongoing North American email campaigns
- Organized and executed ongoing North American trade shows
- Implemented SEO for all digital marketing content
- Wrote and designed all digital and print collateral

VITAL INSIGHTS 2012 - 2014

Marketing Manager & Copywriter

Provided strategic and creative direction to a team of highly-skilled designers & interns.

Notable Accomplishments:

- Managed team of 5 designers and interns
- Through RFP process, acquired largest clients in company history: SEAT Global, JLR Global, and KIA Europe
- Worked with President & C-level management team to implement industry-leading proposal/RFP response strategy & collateral
- Guided UI/UX development for new software platform
- Launched new company website
- Developed blog strategy & content
- Created digital content & collateral for email campaigns
- Initiated development of sales collateral (sell sheets, brochures, banners)

BLACKBERRY 2009-2012

Information Manager & Web Developer

Created highly technical documentation requirements for internal BlackBerry engineering teams

Notable Accomplishments:

- Coordinated engineering and operations teams to develop highly technical launch plans for BlackBerry data centres worldwide
- Developed website templates for BlackBerry teams
- Devised information architecture technical documentation for BlackBerry engineering teams
- Created highly technical procedural documentation for BlackBerry Operations teams

FREELANCE EXPERIENCE

GOOD NEIGHBOUR (www.goodnbr.com)

Website Design, Copywriting

Developed website and copy for Good Neighbour, a clothing store in Queen East.

SPRINGBOARD DM

Creative Lead, Copywriter, Designer

Created new brand image, wrote brochure and other sales collateral, with website to follow.

ENYOTIC HEALTH SCIENCES (www.last10lbs.com)

Copywriter

Developed complete website copy for Last10LBS.com

SWAGGER MAGAZINE

Editorial Writer

Contributed humorous Men's lifestyle articles.

ADBUSTERS MAGAZINE

Writer

Contributed short fiction for Adbusters' Death themed issue.

RED CONDOMINIUMS

Copywriter

Developed Web and Print copy for new Condo development.

EDUCATION

BA, ENGLISH, RHETORIC & PROFESSIONAL WRITING

The University of Waterloo

SKILLS

Copywriting	■ ■ ■ ■ ■
Brand Development	■ ■ ■ ■ ■
Leadership	■ ■ ■ ■ ■
Information Design	■ ■ ■ ■ ■
Graphic Design	■ ■ ■ ■ ■
Wordpress	■ ■ ■ ■ ■
Photoshop	■ ■ ■ ■ ■
Illustrator	■ ■ ■ ■ ■
InDesign	■ ■ ■ ■ ■
Salesforce	■ ■ ■ ■ ■
HTML	■ ■ ■ ■ ■
CSS	■ ■ ■ ■ ■
Javascript	■ ■ ■ ■ ■

REFERENCES

Available upon request.