

# Shane Supernova

[www.shanesupernova.com](http://www.shanesupernova.com)  
[ca.linkedin.com/in/shane-supernova](https://ca.linkedin.com/in/shane-supernova)

T: 416-837-9482  
E: me@shanesupernova.com

**RESUME**

With 10+ years experience in digital media, delivering and demonstrating the know-how of creative strategy, communication, originality, and management with an emphasis on content creation for global brands.

## SKILLS

### Creative Strategy

3+ years experienced senior creative leader with extensive expertise on both client and platform side - delivering attention-grabbing ideas for awareness campaigns and the people who matter to them. Seasoned producer for TV, sports, entertainment, global brand strategy and social justice journalism across all digital platforms.

### Management

Extensive experience managing large teams of diverse personalities in deadline driven environments, leading cross-functional team collaboration, and developing outreach opportunities.

### Software

Mac OS, Windows, Adobe Creative Suite, Adobe Acrobat Professional, Microsoft Office, InDesign, Keynote, PowerPoint, HTML, CSS

## EDUCATION

### Fanshawe College, London, On

Interactive Media Design & Production, April 2013

### Vancouver Film School, Vancouver, BC

Film Production, August 2006

## EMPLOYMENT EXPERIENCE

### X Movement Inc.      Jr. Creative Director      Toronto On      2017 // Present

Head of creative leading strategic vision, new business development, and department growth and development. Leading and managing national cross-platform design and advertising projects, budgets, and department productivity. Key role in strategy and succession planning for department and business. Key strategic and creative lead on X Movement Online.

### The Yes Lab      Creative Strategist      New York NY      2016      Contract

Creative lead in research, social media, and design for implementation. Pivotal role player in videography, editing, and assisting producers with location scouting, permits and social media analytics.

### Truthfool Communications      Creative Strategist      Various Locations      2011 // 2016

Interactive designer and creative development. Branding and identity design, web design and user experience, video production, and print design for organizations nationwide. Project manager of successful crowdfunding and direct marketing campaigns, television commercials and pitch concepts for clients such as People Surge + No More Silence. Collaborating with changemakers to create narratives that humour, go viral and educate society.

### Freelance Digital Marketing Specialist      Graphic and Website Design      Toronto On      2015 // 2016

Specialized in working with small companies to produce interactive content marketing, WordPress content management systems and video marketing content for online distribution.

### Corus Entertainment      Digital Coordinator      Toronto On      2014 // 2015      Contract

Integral role in digital & broadcast divisions of YTV, W Network, and Teletoon. Contributing on collaborative projects with clients such as Hasbro, Mattel, Nintendo & Warner Bros. Assisting project managers, attending creative brainstorming, producing media ads, managing online promotions, and updating websites were daily duties. Other high level responsibilities included converting media files, preparing pre, weekly, and post reports, and investment reel editing.

### Core Products Canada Ltd.      Digital Marketing Manager      Toronto On      2013 // 2014      Contract

Design lead in branding and identity rebrand, web design and user experience, product photography, digital illustration, and print design. Creative direction and implementation of promotional materials, email campaigns, direct marketing campaigns, and social media content.

## LITTLE MORE ABOUT ME

I run a small t-shirt business out of my home, am a huge sports fan, manage all digital elements and perform in my wife's cabaret company, owner of two beasts (Cat & Dog), former mental health worker and social worker.