



INDUSTRY LEADERSHIP

Entertainment

Digital Media

Social and Cultural Impact

I have conceptualized, launched, and managed global marketing campaigns, content programming, events, and digital platforms that have brought joy and wonder to **over 60M+ people**. My 15 years of experience in marketing, research, and consumer experience paired with my contemporary **Master of Strategic Foresight and Innovation (MDes)** make me a well-rounded innovation-driven creative leader trained to anticipate human, cultural, and business shifts that will shape our future.

I have published work about the **metaverse**, bias in technology, and have spoken on panels about arts, technology, and innovation. I created a digital arts education fund for youth in need, have been awarded in the **foresight practice**, written a few scripts, and **respect a robust API**.

SKILL AREAS OF FOCUS

Streaming Content Strategy

Metaverse Planning

Qualitative Research

Foresight Research

Consumer Experience

Human Computer Interaction

Responsible Innovation

Marketing Transformation

WORK EXPERIENCE

JAM3- Global Experience Design Agency

Director of Strategy 2021 - PRESENT - Los Angeles, USA

Collaborates with a team to lead diversity and inclusion and consumer engagement strategy for Facebook Connect- the global yearly multi-platform conference for Facebook.

Leads metaverse envisioning workshops for brands such as Billboard and Smithsonian to develop multi-platform, first-to-market revenue-generating experiences.

Developed a global metaverse education curriculum to help people at different knowledge levels understand the space so they can make informed decisions about how to invest.

Led research and strategy with UX and creative teams to develop new content formats for the Facebook app: 12 new concepts developed, 6 short listed, 2 went into beta testing.

Partnered with eBay to create an overarching events strategy and roadmap for the future to impact their \$100M+ business.

Built a trends practice and authored "Future of" reports, which generated new business leads and booked business. Key reports: **Metaverse**, **Microwearables**, **Future of Events**

THOUGHT LEADERSHIP

Brand Innovators **Metaverse**

Forrester Conference 2022 **Speaker**

MISC article about **VR**

MISC article about **Play**

Marketing Dive: **Metaverse and Privacy**

EDUCATION

2017: Deloitte Executive Leadership Coaching Program

2017: OCAD University Master of Design in Strategic Foresight and Innovation

2011: Humber College Women in Film and Television Business Management for Media Professionals

2002: George Brown College Fashion Management Diploma

TRIBECA FESTIVAL AND STUDIO- *Film Festival and Content Studio*

Vice President of Marketing and Communications 2019 - 2020 - New York City, USA

Led the transition of a physical multi-venue festival to an online program. Included producing an online awards show, mini online festivals, and partnership deals with Facebook and Film Independent. We reached 100M+ people. 100X what the physical festival reached.

Led the launch and programming curation of *We Are One*, the first-ever global online film festival in partnership with YouTube and 21 participating film festivals, growing the We Are One YouTube audience to 271K subscribers in one month.

Transitioned the live physical Tribeca Talks series online during the pandemic with a Facebook partnership that saw us reach over 1 million unique views and secured sizable ad credits and promotion on Facebook Watch.

CONSULTING

BEYOND THE NEXT- 2002-PRESENT

CGOOD TV

Developed a product roadmap focused on a personalized consumer experience. Delivered a customized marketing landing page, launched a marketing campaign that saw a 75% lift in traffic over the period, and led the editorial strategy and content programming informed by first-party research, consumer trends, and in-house developed personas.

DINE ALONE RECORDS

Worked with developer partner volu.me to create a first-to-market beacon app concert experience for City in Color that gave fans real-time access to prizing triggered by venue beacons. 10K downloads at first venue activation.

CRTC

Prepared a global report for the Canadian Radio and Television Commission (CRTC) on new digital media business models, tracking methods of over-the-top streaming services as well as a trends report on the open media landscape.
[Methods: System mapping, desk research, horizon scanning.](#)

SUPERORDINARY LABS

Conducted a competitive analysis and future trends focused on Future of kids entertainment for the KIDS SCREEN conference.
[Methods: STEEPV foresighting, horizon scanning.](#)

WORK SAMPLES

CLICK [HERE](#)

PASSWORD: Bukowski

TORONTO INTERNATIONAL FILM FESTIVAL

Film Festival, Year-Round Cinema and Retail Shop

Director, Audience Development 2016 - 2019 - Toronto, Canada

Evolved the marketing and communication department's digital infrastructure, including analytics, CRM, ad performance, audience insights generation, and reporting. This resulted in 100K+ in costs and thousands of hours saved in collaboration, optimization, and work productivity.

Worked with studios, actors, and talent to create unique programming opportunities such as press conferences, podcasts, and intimate programming available exclusively at TIFF year-round.

Built a new team to develop new revenue-generating experiences. We developed a fully conceptualized attraction co-created with audiences. This included building internal user, market, and trends research capabilities, unique user personas, and working with agency partners.

Worked with SAP to create the first-ever TIFF recommendation algorithm that fed in multiple inputs, resulting in custom film recommendations for festival and year-round guests that increased the sales of undersold films and returned tickets.

Developed new content programming streams driven by an intersectional and diverse framework that triggered new hires, new content formats, and new marketing channels.

MOSAIC- *Experiential Marketing Agency*

Associate Creative Director 2013 - 2015 - Toronto, Canada

Conceptualized, pitched, and executed campaigns for Samsung, Bud Light, and Microsoft with budgets ranging from \$100K to \$17M.

Developed the concept and launched the Samsung Alpha phone with "Samsung Galerie Alpha," which resulted in \$15M in media impressions.

Developed the concept and launched the Microsoft Surface Pro 4 launch "#SurfaceStudio," which resulted in an experience that achieved 182% of its trial target.

Experience design support for "Whatever USA," Bud Light's largest-ever experiential campaign, with 1M contest submissions. I helped define the event experience, event programming, entertainment, and unique experiences to generate press and positive brand awareness and sentiment.

RDIO- *One of the first Global Music Streaming Services*

Country Manager 2011 - 2013 - Toronto, Canada

Launched new product features and integrations, working with rdio's Application Programming Interface (API) team to promote Facebook Open Graph, Mobile Iterations, Shazam, and rdio stations; all first-to-market consumer technology experiences.

Generated 308 press stories and 489M media impressions over two years by building off of the strongest influencer programs in the world.

Established partnerships with music festivals, artists, marketing partners, and influencers, increasing subscriptions by 30% MoM and launching over 100 domestic and global influencers.