

Kara McIntosh Creative digital strategist

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Profile Kara McIntosh is a senior creative leader with digital expertise. Her mastery of data analysis ensures evidence-based decisions. This is supported by project management skills and a deep understanding of the technology that drives innovation.

Skills Strategy, Creative Problem Solving, Presentation Development, Data Analytics, Project Management, Client & Relationship Management

Experience **Account Director, Grip Limited** **2014 - Present**

Web Development Strategy

- Lead technical enhancements on a large web and mobile loyalty program for a Canadian-based manufacturer.
- Develop proposals with a sharp focus on how to get the best user experience within a tight budget.
- Briefing creative sessions to enhance end-user education and increase repeat visits.
- Execution includes mobile gaming, contests and video production.

Digital Media & Campaigns

- Digital strategist for Botox Cosmetic, JUVÉDERM, and Stella Artois.
- Campaign planning, execution and post-campaign analysis.
- Reporting and presenting findings, bringing together data from Google Analytics, Google Adwords and Facebook Analytics.
- SEO and SEM strategic lead.

Social Strategy

- Team lead for AB InBev Global.
- Present findings and best practices to global regions.
- Monitoring a small team and assisting them to develop their skills and exceed client objectives.

Account Director, Bensimon Byrne **2009 - 2014**

Platform Building

- Lead major technical launches for Trillium Gift of Life, Ministry of Health and Long-Term Care, Bite TV, Aux TV, iShares Canada, Hollis Group, Hyundai Canada.
- Drove exceptional value for clients with innovative, but cost effective development planning and execution.

Digital Media

- Created social communication strategy.
- Managed and executed large-scale digital campaigns from end-to-end, including reporting and post-analysis.

Selected Creative Successes:

- Hyundai Canada viral video “Worst Parking Job”.
CMA Bronze, 2010
- Ontario Ministry of Health and Long-Term Care: Health Care Options. Cassies Silver Winner 2010

Project Manager, Cossette Communications 2008 - 2009

- Digital project management in a large agency.
- Management of process, client approvals, translation.
- Timeline management, resourcing, budget management.
- Technical expertise, quality assurance & testing.

Assistant Producer – Music & Youth, CHUM TV 2005 - 2008

- Maintained cutting edge, revenue generating projects: MuchPhone in partnership with Rogers, ringtone store on all major carriers, text to screen, mobile video.
- Planned and managed projects for new platforms.
- Gained senior management buy-in and approval for new projects.
- Worked with broadcast producers for cross-platform initiatives.
- Developed business cases for speculative projects.

Tech Start-Ups 2003 - 2005

Wore many hats in the fast-paced world of the tech start-up:
RedToronto.com and Contestix.com.

Education

Masters of Business Administration

University of Toronto

Honors:

2nd Place – Management Consulting Case Competition

Honours Bachelor of Science, Mathematics & Philosophy

University of Toronto

Introduction to Project Management

University of Toronto - School of Continuing Studies

The Analytics Edge

MITx Sloan School of Management - EdX.org

Data Science Specialization - In Progress

Johns Hopkins University - Coursera.org