

tim seddon

digital strategist

EXPERIENCE

Twist Image / Toronto / Strategist / 8.2013 - 02.2014

At Twist Image I worked as a Strategist serving nationwide brands such as Google, Walmart, and Dairy Farmers of Canada. I worked with clients to develop digital strategies, plan campaign strategies, guide creative teams in evolving content strategies, report user-engagement trends, and educate clients on the ever-changing landscape of emerging digital technologies.

Ubisoft / Montreal / Social Media Strategist / 06.2011 - 05.2013

Social Media Strategist responsible for the coordination of global social media strategy for AAA videogame brands. I worked with cross-functional marketing teams to develop a cohesive narrative in marketing campaigns. I also participated in the development of content strategy, social media campaigns, and marketing assets including 2D imagery, Trailers, mobile applications and Public Relations initiatives.

TAXI / Toronto / Digital Strategist / 1.2011 - 03.2011

Digital Strategist serving brands such as Canadian Tire, Dundee Wealth, Johnson & Johnson, and TIGI Hair Care products. During my time at Taxi I executed competitive analysis, analyzing brand conversation, providing technical recommendations, and developing direction for clients social properties. (contract position)

AKQA / Amsterdam / Social Media Strategist / 04.2010 - 10.2010

Social Media Strategist for global brands including Heineken, Nike, Johnnie Walker, and Footlocker Europe. My core responsibilities were to develop brand presence across social media channels, measure and moderate conversation, identify & create relationships with brand influencers, produce and manage content, competitive analysis, and develop a long term strategy for these brands.

Organic / Toronto / Social Media Strategist / 07.2006 - 03.2010

Social Strategist for national brands including Bank of America, Nike, and Chrysler. During my time at Organic I was responsible for the creative direction and strategy for Bank of America's social and mobile presence and developed Nike's hockey program in social media.

Seneca College / Toronto / Product Designer / 06.2005 - 05.2006

Responsible for the design and development of several sites for the college. My role consisted of primarily of testing, social functionality design, and user experience design.

CONTACT

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CLIENTS

Heineken	Ubisoft
Google	Walmart
Nike	Chrysler
Footlocker Europe	Sprint
Johnnie Walker	Sony Pictures
Bank of America	Estee Lauder

COMPETENCIES

Social Media	Project Management
User Experience	Media Production
Digital Strategy	Competitive Analysis
Sysomos	Brand Development
Radian6	Google Analytics
Adobe Software	Adobe Social
Brandwatch	Socialbakers

EDUCATION

Seneca College / Digital Arts / 09.2004 - 04.2006

Education in traditional and digital marketing, project management, 2D and 3D design, user experience design, typography, and interactive development. Additionally, as a part of my education, I managed a team of ten other students in a work experience project. My duties included creative direction, project management, and connecting with clients.

LANGUAGES

English	Fluent
French	Basic