

# MELISSANDRE COLLET

Associate Creative Director with over 10 years of experience in the creative field. Notable experience in brand design, advertising, and web design.

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TORONTO, CANADA

ENGLISH, FRENCH

## ✦ CAREER HIGHLIGHTS ✦

### CREATIVE LEADERSHIP & MENTORSHIP

Provided mentorship to talented creatives, refining workflows to boost department efficiency. Led software transitions within the creative team, implementing solutions that aligned with long-term organizational goals.

### BRAND STORY & PERFORMANCE

Redefined DR-HO'S brand narrative and visual identity to engage effectively with digital audiences. Created high-impact campaigns that significantly increased ROAS from 1% to over 6% over the past two years, contributing to over 10x growth in eCommerce revenue.

### BRAND DEVELOPMENT & STRATEGY

Built and launched 8 unique brand identities across varied industries. Leveraged digital marketing and web design skills to shape brands that resonate with target audiences and maintain adaptability for future growth.

## WORK EXPERIENCE

### OTHER.™ (PERFORMANCE MARKETING AGENCY), TORONTO, CANADA

#### Associate Creative Director, Jan 2023 - Present

- Facilitated the expansion of the Creative department to seamlessly integrate with the new agency model, merging creative and media performance services.
- Collaborated with the Project Manager and Account team to effectively manage time, resources, and budgets, while providing creative strategies aligned with clients' objectives.
- Provided mentorship to creative talents to ensure the delivery of top-notch work.
- Presented and pitched creative concepts to enhance brand development initiatives.

#### Senior Associate Creative, Nov 2020 - Dec 2022

- Optimized the creative department by refining processes, introducing innovative tools, developing design systems, and implementing team communication strategies.
- Supervised and supported designers in refining their skills.

#### Associate Creative, Jan 2019 - Oct 2020

- Led the conception and execution of various print and digital campaigns.
- Initiated rebrandings to align with customers' values.
- Collaborated with the Account team and copywriters to deliver high-quality work.

## WORK EXPERIENCE

### KRFTWRK (MARKETING + USER EXPERIENCE AGENCY), TORONTO, CANADA

#### Design Strategist, Nov 2017 - Feb 2018

- Crafted wireframes and web designs for high-tech companies.
- Designed charts to convey complex concepts effectively.

### ANTONOPOLOUS GROUP (HOSPITALITY, IN-HOUSE), MONTREAL, CANADA

#### Graphic Designer, Jun 2016 - Jun 2017

- Managed projects for 9 properties (restaurants and hotels).
- Cooperated with Property Managers and Chefs to understand their needs.
- Built and administered multiple WordPress websites.
- Created the brand identity for Perché, a patio located in the heart of Old Montreal.
- Produced a variety of promotional materials, including flyers, posters, and menus.

### IHU-STRASBOURG (HEALTHCARE, IN-HOUSE), STRASBOURG, FRANCE

#### Web Project Manager - Oct 2012 - Nov 2013

- Started and expanded the Marketing department.
- Conducted various print and digital projects (brochures, OOH, landing pages, emails, etc.).
- Worked alongside different stakeholders, including developers, printers, and surgeons.

### WEBSURG (HEALTHCARE, IN-HOUSE), STRASBOURG, FRANCE

#### Graphic and Webdesigner, Sep 2011 - Oct 2012

- Initiated the development of the Websurg website, resulting in a 50% increase in members.
- Designed numerous collaterals (e-books, prints, landing pages, brochures, etc.).

## EDUCATION

Bachelor of webdesign, University of Haute-Alsace, Mulhouse, France

## SKILLS

### HARD SKILLS

Adobe Suite | Figma | Capcut | Wave.

Video | Hunch | Google Suite | Wordpress  
| Unbounce | ChatGPT | MidJourney |  
Mailchimp | Klaviyo

### SOFT SKILLS

Leadership | Adaptability | Problem-Solving  
| Teamwork

## INDUSTRIES

Skilled in navigating B2C and B2B  
landscapes, with experience in DTC and  
lead-generation strategies.

Luxury Real Estates | Industrial | Food/  
Drinks | Retail | Home Maintenance |  
Healthcare | Wellness | Fashion | Storage |  
Finance | Technology | Marketing Agency |  
Hospitality

## WORK PREFERENCES

Remote or flexible hybrid | Flexible hours | Work & life balance |  
Supportive environment | Mac

