

MELISSANDRE COLLET

Creative professional with 10+ years of expertise in brand strategy, packaging, and web design design, delivering user-focused and innovative solutions.

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[Linkedin](#)

Toronto, Canada

CAREER HIGHLIGHTS

CREATIVE LEADERSHIP & MENTORSHIP

Mentored creatives to enhance workflows and improve departmental efficiency. Led software transitions for the creative team, aligning solutions with long-term organizational goals.

BRAND STORY & PERFORMANCE

I revamped DR-HO'S brand narrative and visual identity, leading to campaigns that increased ROAS from 1% to over 6% in two years and resulted in over 10x growth in eCommerce revenue.

BRAND DEVELOPMENT & STRATEGY

Built and launched 8 unique brand identities across industries, leveraging print, digital marketing, and web design to create adaptable, audience-focused brands primed for growth.

WORK EXPERIENCE

Associate Creative Director (Jan 2023 - Present)

Other.™, Toronto, Canada

- Expanded the Creative department to integrate with performance services.
- Developed creative strategies aligned with client goals, budgets, and timelines.
- Presented pitches that elevated client brands and drove project success.
- Led creative teams to produce impactful campaigns and refine strategies.

Senior Associate Creative (Nov 2020 - Dec 2022)

Other.™, Toronto, Canada

- Streamlined workflows, integrating new tools and enhancing communication.
- Designed systems to ensure consistent, high-quality outputs across projects.
- Mentored designers, promoting growth and skill development.

Associate Creative (Jan 2019 - Oct 2020)

Other.™, Toronto, Canada

- Directed creative for print and digital campaigns, ensuring client satisfaction.
- Orchestrated rebranding initiatives to align with evolving customer values.

Design Strategist (Nov 2017 - Feb 2018)

KRFTWRK, Toronto, Canada

Graphic Designer (Jun 2016 - Jun 2017)

Antonopoulos Group, Montreal, Canada

SKILLS

HARD SKILLS

Adobe Suite | Figma | Capcut | Wave.Video | Google Suite | Wordpress | Unbounce | ChatGPT | MidJourney

SOFT SKILLS

Leadership | Adaptability | Problem-Solving | Teamwork

INDUSTRIES

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

Wellness | Food/Drinks | Retail | Healthcare | Fashion | Technology | Marketing Agency | Hospitality

EDUCATION

Bachelor of Web Design, University of Haute-Alsace, Mulhouse, France

LANGUAGES

English | French