

ABBY BALLANGER

abigailballanger.com | 647.528.5084

MULTI-DISCIPLINARY CREATIVE.

WORK

Little Rocket Inc.

Art Director

May 2019 - present

Lead the creative work by inspiring excellence, providing direction and constructive feedback.

Working directly under the Creative Director.

Conceptualize creative ideas that suit the client and project needs.

Continuously push creative boundaries.

Contribute to organizational learnings and process improvement.

Lead creative pitches and presentations to clients.

Oversee the creative team and make sure all work is up to company standards.

Lead large scale projects.

Lead Strategist

October 2017 - April 2019

Developing brand strategy and campaign strategy.

Developing brand positioning.

Leading a team and delegating work/making sure all work is in line with the project.

Working on building project proposals and pitching to the client.

Managing the client and team.

Art direction on campaign video and photo shoots, as well as brand work.

Digital marketing strategy and execution.

Digital Marketing Specialist

September 2016 - September 2017

Working on campaigns for clients.

Email Marketing, social marketing, digital marketing.

Working on the strategy behind the campaigns.

Understanding the analytics.

Walking the client through the ideas and campaigns.

Team management.

Community Manager

May 2016 - August 2016

Posting on social media.

Assisting with content curation and content planning.

Creating content calendars.

Managing social channels.

Freelance

Strategy, & Art Direction

September 2015 - present

Art Direction & Photography

Produced images for web & social media styled shoots, collaboration & event photography.

Graphic Design elements

Icon designs, logo designs, media kits, digital illustration

Web design & set up

Studio Bicyclette

Design, Production & Strategy

May 2016 - April 2018

Creating graphics for e-courses, slide material, and other work.

Helping with client and design work.

Creating icons for internal use and for external sale.

Creating monthly shot lists and strategy for client's social media.

Executing the content and working on the photography.

Ryerson Fashion Zone

Marketing Assistant

October 2015 - May 2016

EDUCATION

Ryerson University

Bachelor of Design

Fashion Communications

2012-2016

SKILLS

Adobe Creative Suite

Photoshop, Illustrator, InDesign, Premiere, Lightroom

Brand Strategy | Art Direction |

Storytelling | Shopify

Strong Interpersonal & Communication

Able to lead a team confidently, passion driven
& excellence focuses

EXTRA CURRICULAR

PechaKucha Toronto

Event Producer

March 2017 - present

PR & Marketing

Community Out Reach

Source potential speakers, venues, volunteers.

Event Management: Day of, Pre & Post Event

Partnerships & Sponsors

Sales Management

Financial & budget: tracking & allocations,
customer service, food & beverage.

CLIENTS

Who I have worked with

BRNT Designs | Tokyo Smoke | Studio Bicyclette |
Van Der Pop | IZ Adaptive | Scarlet O'neill
Photography | Sackville & Co. | Free People |
FI Collection | Nobis | Suzi Roher | Heart &
Stroke | Xtraroom | idrinkcoffee.com | Ryerson
Fashion Zone | House of Anesi | Houndr | Rosalie
Wynn Intimates | Lashit | Breeyn McCarney
Designs | Pechakucha Toronto | Loversland |
Love Child Organics | Central Roast | Sproos |
Daneson | Fortnight Lingerie | Sare in the City
| Lady Hayes | Random Acts of Pastel | Believe
Hair Salon | Tetraduo | MakeCare | Steph
Martyniuk | Century Novelty | WeWork | Shopify |
ECS Coffee | Verde Vie | Prairie Records |
Supreme Cannabis | 7ACRES | Hobo |
Good Space | Her Majesty's Pleasure

CONTACT

Other ways to get in touch

Email

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Instagram

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Phone

647-528-5084

Awards

ADCC Merit award for Environmental Design,
BRNT Designs trade show booth,
role - Strategist and producer.

REFERENCES

Available on request.