



JULIA BONTEMPS

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Marrying design and marketing experience to produce print and web-based communications that visually delight and achieve results through their rooting in customer insight.

THE CREDENTIALS

CREATIVE CRED

Humber College 09/2009 - 04/2011

Advertising & Graphic Design, Art Direction Focus
Received Marjory Ellen Atkinson Award for consistent academic and creative excellence and the President's Letter for the highest academic standing in a given semester.

STRATEGIC THINKING CRED

McMaster University 09/2003 - 12/2005

Master of Business Administration, Marketing Focus

GEEK CRED

University of Toronto 09/1998 - 12/2002

Bachelor of Applied Science, Chemical Engineering

THE EXPERIENCE

MY FIRST TASTE OF AGENCY LIFE
HAS ME GOING BACK FOR MORE

Grey Canada 10/2011 - 12/2011

Art Director Intern

Worked on fine-tuning my photoshop skills for print and digital applications, website maintenance and digital app design. Produced a very well received Gala package for the Special Olympics, as well as various print pieces for Ally Financial Group.

Marshall-Fenn 06/2011 - 08/2011

Art Director Intern

Was up and running as a productive and resourceful part of the Fenn team right from the start. Working together with a copywriter, developed creative concepts in web and print that were on-brief and getting approvals from clients, including a set of coffee table books for the Mount Sinai Foundation.

GETTING INSIDE CLIENTS' HEADS
AND LOVING THEM REGARDLESS

Black Lily Creative 01/2009 - Present

Partner & Creative Director

Ran a successful creative business while pursuing advertising education. Projects included branding, development of online presence, interactive kiosk displays and creating marketing materials for a variety of media.

Phase 5 Consulting Group 05/2006 - 09/2009

Senior Consultant

Project manager for multi-year, seven-figure primary marketing research studies for top tier banking, media, and telecom clients.

Primary role was to distill mountains of data into key insights about our clients and their customers, and to develop recommendations leading to successful product launches and website redesigns.

PANNING FOR GOLD
AND KEEPING IT ALL ON THE RAILS

KNOW YOUR ENEMY
AND KNOW YOURSELF

Allstream 05/2005 - 01/2006

Marketing Intelligence Analyst (Co-op)

Developed marketing tools and competitive analyses used for strategic decision-making.

I DID MENTION
I WAS A GEEK, RIGHT?

THE TECHNICAL SKILLS

Of course I bring the expert knowledge of Adobe Creative Suite needed to execute my visions (I'm pals with pen-tool, love layers, go bananas over baseline-shift, crave clipping-masks, go overboard to optimize web images - you get the idea), but more importantly I bring a solid understanding of how to put files together soundly.

I also think things like font and strict file management are key, and when working in print, pre-flight checklists and separations are my best friends.

I'M AWESOME
AT OTHER STUFF, TOO

THE FUN STUFF

My love for exploration and the unknown has sent me on some fascinating adventures, including a three-month stay in India and over 30 deep-sea dives. My favourite hobbies are going to yard sales, garbage picking, and creating elaborate Halloween (or pretty much anytime) costumes.

Music plays a pretty important role in life, I've been know to plan transatlantic holidays around concerts and have a not-so-secret fantasy about having a loud guitar rock band for which I'd garner a reputation for being one hard chick who puts on a serious show. Unfortunately that image wouldn't last too long once people saw me riding around town on my teal bicycle in billowing flower skirts or blowing bubbles at our dog Melvin a.k.a. Mr. Moustache.

References available upon request.