

JULIAN SMIT

Marketing and Multimedia Production

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Toronto, Ontario



EXPERIENCE

Platform Developer & Senior Trainer

[The Marketing Summit Academy](#)

2019 - Present

- Developed a fully integrated training platform including marketing, online sales, onboarding and course fulfillment
- Created online courses for e-Commerce, Marketing, Social Media Advertising and Video Production.
- Conduct live video training sessions and manage online community activities.

Director, Senior Producer

[J.D. Nevins Communications Inc.](#)

2002 - Present

- Established a full service virtual digital marketing agency leveraging a diverse international team of contracted service providers.
- Acquired level 4 accreditation from the Facebook Ads Academy Masterminds.
- Designed and programmed the website including robust sales funnels, lead capturing and tracking capabilities.
- Developed a content management and automation system for video and podcast creators with high-ranking video SEO.
- Ranked the agency among the "Top 10 Digital Marketing Agencies in Toronto" on *UpCity* in the 1st year.

Director and Host

[BIYF Marketing](#)

2018 - Present

- Founded a YouTube channel and Podcast which continues to attract distinguished business experts and thought leaders from around the world.
- In its first season alone BIYF attracted 3.7K subscribers, 180K video views (or 3.6M minutes watched).

SKILLS

- Bilingual (English and French)
- Project Management and Coordination
- Multi-Media Production (Video, Audio, Web and Mobile)
- Social Marketing
- Information Architecture
- User Interface and User Experience
- Internet Best Practices
- Digital Design Principles
- Creative Direction
- Animation and Illustration
- Technical Team Management
- Sound Design & Studio Engineering
- Quality Assurance

FIND ME ONLINE

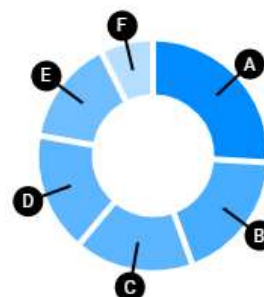
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[yt /c/BIYFMarketing](#)

AWARDS

- Over a dozen *IAC Awards*
- 2019 "Support Her" award from the *Universal Womens Network*

MY TIME



- Ⓐ Video production
- Ⓑ Website development
- Ⓒ Social media advertising
- Ⓓ Project management
- Ⓔ Graphic design
- Ⓕ Customer care

EXPERIENCE (continued)

Senior Producer & Project Manager

[BlueRush Digital Media Inc.](#)

☐ 2007 – 2017

- Managed the production of multimedia projects (including television) for corporate videos, websites, mobile applications, interactive tools and calculators.
 - Coordinated production (booking talent, studios and film crews, executing union contracts, etc.). I was also involved in script writing, video and audio directing, as well as performing frequently as an in-house voice-talent, actor and audio editor.
 - Fostered strong client relationships, frequently functioning as an account manager (participation in sales meetings, providing work-effort estimates, contract drafting and execution, etc.).
 - Managed close to one million dollars in deliverables and was responsible for hundreds of thousands in sales each year.
 - Client accounts I have managed include: RBC, CIBC, Allstate, Standard Life, Manulife, Investors Group, Novartis, CANNEX, Bell, Brother Printers, Johns Hopkins, Lasik MD, and Canada Post.
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Project Manager / Researcher and Writer

[Conference Board of Canada & Ethics Centre.CA](#)

☐ 2001 – 2002

- Assisted in the development of a business case, directed at CEO's and senior managers, to adopt, invest in, and promote corporate ethical practices. This involved extensive research and analysis of articles, academic papers, and management books on the subject.
 - Developed expertise on the subject of Corporate Social Responsibility (CSR) which led to me co-writing and editing the business case for CSR with the lead project sponsor.
 - As a result of my combined experience with the business case and in working for Ben & Jerry's Ice Cream, I was cited four times in "The Next Sustainability Wave" by Bob Willard (2005).
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Vice President

[NuSkule.com](#)

☐ 2000

- Assisted with the launch and management of a subsidiary online retail bookstore selling University textbooks in British Columbia.
 - Achieved 50% above target sales in the first month of operation.
 - Developed, maintained, and updated the company website.
 - Created the company marketing plan, designed the logo and business cards, and drafted and distributed company press releases.
 - Managed relationships with University administrators to ensure all course materials were available and delivered quickly.
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Manager, Marketing & Special Events

[Ben & Jerry's Ice Cream](#)

☐ 1998 – 2000

- Developed and executed the Canadian Marketing Strategy, as well as coordinated and implemented a special events program to promote the Ben & Jerry's ice cream in accordance with the company's corporate social mission.
- Managed the design and production of new packaging (including copy writing). Recruited, hired and managed summer students to facilitate events.
- Raised thousands of dollars on behalf of charitable organizations to fund events and services.
- Acquired free radio exposure due to one on-air PR discussion which became "The Ben & Jerry's Flavour of the Month" on TALK640 radio morning show.

OTHER ACHIEVEMENTS

- Founded a music production community (TuneHall.com) where new songs were written, recorded and released online within 24 hours of effort (2005-2012)
- St. Paul's Riding Association, Vice-President, Communications (1998-2000)
- Play guitar and drums, write lyrics, compose and record original music (including a performance on CFRB and a song used as the opening track in a featured film)
- Cited four times in the book "The Next Sustainability Wave" by Bob Willard (2005)

EDUCATION

📅 1996

University of Toronto

[Bachelor of Science, Psychology](#)

📅 2006

Musi-Technic

[Collegial Studies Certificate, Applied Digital Techniques for sound and music](#)

📅 2018

FB Ads Academy

[Level 4 \(Mastermind\), Facebook Advertising / Agency Automation and Business Processes](#)

TESTIMONIALS



"I worked with Julian for over 10 years. He is a great creative thinker and always current on the latest industry trends. He is passionate about the client experience and great to work with both as a colleague and as a client. He is tireless in his pursuit of excellence, bringing all his skills to the table to deliver outstanding results. I would highly recommend Julian. All round great guy to work with."

Mike Floyd - Director of Product Management, Financial Planning Software at MORNINGSTAR INC.



"I've had the pleasure of training and working alongside Julian, recently collaborating on BIYF Marketing (and if you haven't listened to the BIYF podcasts, shame on you. Tune in!) On each occasion Julian has contributed a blend of thoughtful (often hilarious) ideas and intelligent strategy. Get him on your projects. You'll see the energy lift. You'll gain audacious campaigns. And your revenue will grow like it's on some banned steroid."

Jo McKee - CEO, MCKEE CREATIVE



"'Success is a state of optimally integrated being.' These words have stuck with me since Julian and I had our podcast session together. Julian is by far, one of the most intentional and impactful marketers and leaders that I've had the pleasure of meeting and working with. Julian is living proof of what it means to be an optimally integrated being."

Avery Konda - Staffing Consultant at RANDSTAD CANADA / Host of THE SOCIAL IMPACTORS

References available upon request