

My C.V.'s headline leads with the word "marathon" because it goes the distance in describing twenty years of pitching, writing, designing, directing and managing ads and campaigns; digitally, in print and even on buses and pyjamas, for SMEs, NGOs and NPOs in Canada, Bermuda, Australia and Denmark — and because I run.

I use the label "crackerjack" because over the years I believe I've cultivated a pretty sweet talent for finding a story's thread, connecting the dots, filling the blanks and putting together the prize inside the proverbial box, which, more often than not, means making brands and their narrative more human — and because I love popcorn, peanuts and puppies.

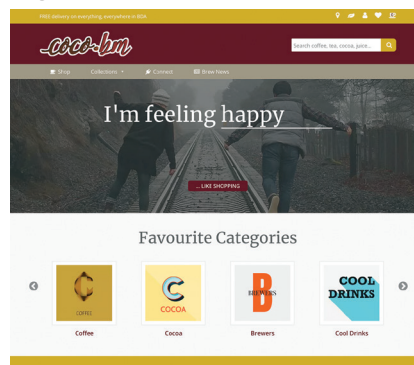


What follows is a smorgasbord of achievements, style and copy highlights, and hopefully a peek into my sense of what's important and what's fun. As [Leo Burnett](#) famously said,

Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.

2019 built a marketing team from scratch during a three-month term at a food packaging start-up in Valletta, Malta

2018 reorganised and rewrote most of [tagumbrella.com](#) for easier navigation and better organic search results



2017 orchestrated a new, WooCommerce-driven [coco.bm](#) for Convenience Coffee in Bermuda that invited users to shop based on how they were feeling, with a remote team from Canada, Hungary, the Philippines and Singapore

2016 ran the 10K loop around Uluru in Australia's Northern Territory and became a certified yoga teacher in Rishikesh, India

2015 ran the Marrakech Marathon

2012 ran the Prague Half Marathon alongside 17 other (faster) runners from Malta

2011 wove 3 Gees (*the letters, not the force or the Bees*) into an icon and created a WordPress website for author, [Garry Gordon Gilfoy](#);

volunteered on the organising team for 2011's TEDx Valletta; ran the Loch Ness Marathon

The steps it takes to prepare for and run a marathon are what matter: crawling out of bed before dawn, sliding out on the street in the rain and the cold to train; sucking up the searing, mind-numbing pain after hitting the wall. Effort matters, practice matters, doing the work well matters — finishing matters most of all.

2008–2014 planned and directed seven years' worth of exclusive, premium, national advertising in the Bermuda Sun's Water Reports for ClearWater Systems as well as every single a, b, c, H₂ and O in the rest of their print and digital marketing



2007-2010 created Guaranty GMAC Real Estate's "Get in. Sit down. Dream Big." campaign, which won a runner-up award at their international association's convention in Las Vegas

2007-2008 branded Paradise Coffee, Grand Cayman and developed its signage, "a revolution is brewing" tag line, radio scripts and print advertising



2006-2017 directed the annual event theme and artwork for Canada's [World Tuna Flat Races](#) (WTF 2018 was a wash because their boats wouldn't float)

2005-2012 created constituency and election print and news pieces for Honourable Scott Brison, M.P. and President of the Treasury Board of Canada

2005-2010 created the tag line, "Membership is only \$50 and we make change." for the Hubbards & Area Business Association and served on the board of this Bluenose commerce and community organisation

2004 parodied Ralph Waldo Emerson for the Mahoney's on the Water, Taste of Nova Scotia Awards entry (they claimed it was the food, not the copy, that won it):

*To laugh often and much;
to enjoy the company of
Bluenose people;
to survey sunset on salt
water;
to discover new family and
friends;
to leave your table a bit
better, whether by fresh
beginnings, traditional fare
or decadent afterthought;
to taste a symphony;
to savour a midsummer's
day; to sense altitude at sea
level*

*This is to have found, "right
some good" at Mahoney's
on the Water.*

2003-2017 created the branding for CoffeeWorks Bermuda, the nation's leading Ready to Drink (RTD) beverage distributor, and acted as its de facto CMO, copywriter, ad buyer, and e-commerce consultant until, and for almost two years after, its takeover by competitor, Convenience Coffee.

1998-2018 designed the original branding and promotional materials for [Kisserup International](#), a women-owned, Canada-Denmark-Greenland-based international trade training consultancy for SMEs, and continue to provide periodic design, copy and counsel, but mostly LinkedIn cheerleading and less frequently, preparing the occasional home-cooked meal for its founder and CEO

1998-2012 acted as the soup-to-nuts marketing "department," creating the retro-themed interior design, and super fun, funny and irreverent ad, menu, web, print and digital designs; entrée, appetizer and dessert product copy; and pushed hard annually to win the Coast Magazine's "Best of.." awards for [Darrell's Restaurants](#), at its Halifax, Nova Scotia and Sarasota, Florida locations

1998-2002 wrote and designed direct-mail fundraising campaigns for The Lung Association of Nova Scotia, Canada's National Influenza Immunization Campaign, and nearest and dearest to my heart, and their lungs, provided pro bono design and the annual, macaroni-and-cheese-filled dunk tank to [Camp Treasure Chest](#), an outdoor summer adventure for kids with asthma

1998-2000 crafted web content for clients of [SolutionInc](#), a Canadian start-up that was bootstrapping its Wi-Fi gateway technology service to market on the back of website development projects

1996-1998 collaborated with management to successfully steer an advertising specialty company away from impending insolvency; created "The Graphic Language Company" brand and set out to write web, product and promotional copy