

# DIANA GALLIGAN

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## PROFILE:

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- Accomplished Creative Director with over 15 years' experience in range of creative and development projects including web site, ecommerce, CD ROM, corporate identity, theatrical and video production
- Passionate, creative and humorous storyteller with sharp eye for detail and nuance
- Natural self-starter with entrepreneurial spirit and appetite for agile, changing environments
- Exceptional relationship building skills with collaborative approach and demonstrated track record of working with cross functional teams including a trusted network of talented freelancers
- Outstanding communication skills, both verbal and written; fluent English, conversational French
- Influential and intuitive leader with proven track record of setting and delivering on business objectives; able to supervise and train employees, prioritize and schedule work assignments
- Well versed in interactive communications/delivery systems/processes, and user interface design; knowledgeable in experience design, brand development, interactive commerce and creative process
- Well-rounded artist with additional work experience as Scenic Artist, Theatre Costume Designer/Maker, Puppet and Mask Maker, Cabaret Performer and Sketch Comedy Writer

## CAREER HISTORY:

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### **PEPPERMILL MEDIA**

**2001-Present**

*Peppermill is my own successful small business; a media production company specializing in visual storytelling online. Working solo or with a team of freelancers, have managed projects of various complexities and timeframes; the business has grown almost entirely through referral and word of mouth from past clients.*

#### ***Creative Director, Video Producer/Director***

- Direct and produce online, corporate and interactive video projects including the planning and execution of creative strategies, script writing and storyboards
- Facilitate creative sessions for project kick offs and work with various stakeholders including external agencies, internal communication departments, senior leaders and voice/acting talent
- Develop creative programs and design concepts that meet business objectives of client organizations, advancing their brand strategy; generate multiple concepts for campaigns/projects
- Create budgets and look for ways to maximize client dollars; able to demonstrate flexibility and adjust creative vision in order to align with budget
- Manage all financial aspects of the business including accounts payable/receivable
- Supervise and inspire creative team of vendor partners

#### **Key Peppermill Media Projects/Clients:**

- **TAB Products**, [www.tab.ca](http://www.tab.ca), Dec 2011-Mar 2012
  - Planned, wrote and directed two software demonstration videos, directed talent and managed production team, managed post-production editing and approvals
- **Marquis Classics**, [www.marquisclassics.com](http://www.marquisclassics.com), Jan 2002-Jan 2012
  - Technical/eBusiness Consultant for implementation of online shopping strategy; managed build of e-commerce site and ongoing updates, developed Flash Interactive projects for featured artists

## **Key Peppermill Media Projects/Clients (continued):**

- **Ryerson University/Scotiabank Nuit Blanche**, May 2011-Oct 2011
  - Worked with faculty and students on creative and story planning for Ryerson's entry (which was subsequently approved by the city), directed and produced video for installation; responsible for planning and programming of all visual effects
- **Infinet Communications**, [www.infinet.net](http://www.infinet.net), Jul 2003-Dec 2005
  - Worked with Infinet on client's medical sales strategy; produced video that summarized research into more interesting and interactive format (to be used by sales team when speaking with doctors etc.); responsible for all video editing, tilting and compositing; built CD Rom for sales team and Interactive Flash with web compression (multiple formats) for several product lines
- **Sandbox Communications**, [www.sandboxcommunications.com](http://www.sandboxcommunications.com), Apr 2003-Jul 2004
  - Copywriter and designer for monthly Hewlett Packard (HP) newsletter (Canada-wide customer distribution) on digital cameras; researched articles and online promotions, designed web pages, email layouts and contest promotions
- **Extend Media**, [www.extendmedia.com](http://www.extendmedia.com), Fall 2002 and Spring 2003
  - Sony Harmony Project, AMC Interactive Television Demo and AMC Monsterfest Web Site: Flash Developer and programmer; liaised with creative and development teams; provided graphic development and advanced scripting, worked with technical team on planning and implementation

## **WARNE MARKETING**

**2004-Present**

*Warne is a multi-award-winning agency, delivering advertising, marketing and public relation services to Government, commercial and not-for-profit organizations. Warne specializes in business to business marketing.*

### ***eBusiness Manager/Creative Strategy/Video Producer***

- Report to President; provide creative design, strategy and quality control for all eBusiness projects
- Manage technical projects of varying scope including production and direction of corporate videos; oversaw plan and build process of 12 ecommerce web sites in various sectors
- Manage \$120K budget for online ad placement
- Recognized for increasing client leads from 20 to 200 per month over six month period
- Supervise two Search Engine Marketing Specialists as well as freelance staff

## **CENTENNIAL COLLEGE**

**1997-2006**

*As the oldest publicly funded community college and one of the most culturally diverse post-secondary institutes in Ontario, Centennial offers more than 120 applied degrees, diploma and certificate program to 30,000 students.*

### ***Part-time Instructor***

- Developed curriculum and instructed students in Software, Planning and Design classes as well as Advertising, Radio and Television, and New Media; maintained consistently high student ranking

## **THE DIGITAL MILL INC.**

**1997-2001**

*The Digital Mill was a digital marketing and communications company which I co-owned (at one point employed a team of up to 40) and later spun off into Peppermill.*

### ***Creative Director/Video Director/Flash Developer***

- Creative Director on entertainment and high tech client projects; designed and directed interactive, web and video projects from concept to completion
- Expanded client projects and proactively developed new business

## **THE DIGITAL MILL (continued)**

- Directed writers, video production team, sound designers, voice-over and on-camera talent, and graphic artists; oversaw staff and attracted freelance artists in very competitive market
- Performed as Flash Developer on action script planning and programming
- Trained staff on design, network and email programs; conducted ongoing training for new software
- Produced promotional CD ROMs; created storyboards, planned video shoots, edited existing footage with scripted voice-over and handled compression using QuickTime and AVI
- Worked with account team, strategy team, and copywriters to develop concepts and present to client

## **MACKEREL INTERACTIVE INC**

**1995-1997**

### ***Art Director/Media Artist/Video Expert***

- Planned art direction and edited multiple video, web design, software and CD ROM projects

## **EDUCATION & TRAINING:**

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- Master of Arts, Media Production, Ryerson University
- Bachelor of Fine Arts, Theatre (Honours), Ryerson University
- Intermediate French (Level B1.4), Alliance Française
- Teacher of Adults Training, Centennial College
- Video Production – Intro, Camera Techniques, Storyboarding, Screenwriting, Centennial College
- Film/Art History ad hoc classes, University of Toronto
- Multimedia Certificate, Digital Media Studios

## **COMMUNITY INVOLVEMENT:**

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- Jury Member, Canadian Comedy Awards, 2010 – 2013
- Board Member – Trinity Square Video 2012 - Present
- Host/Volunteer, Female Eye Film Festival 2012
- Actors Union Member, ACTRA

## **TECHNICAL SKILLS:**

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- Mac and PC proficient
- Video Development & Design: video ingestion, editing, compression and DVD creation, Adobe Premiere CS5, Adobe Photoshop CS5, Audacity, Camtasia Studio Compressor Final Cut Pro 7 and X Final Draft 8, Media Cleaner Pro, DVD Studio Pro Motion, Pandora's Box, QuickTime Pro, Illustrator
- Business Development: strategy, planning, creative development, online marketing planning, social media integration into online marketing, Adobe After Effects CS5, Microsoft Office (Outlook, Word, Excel, PowerPoint, Access) Microsoft Project iWork - Pages, Numbers, Keynote
- eCommerce & Online Marketing: Storefront eCommerce Software, Google Adwords, Google Analytics, Adobe Acrobat 9
- Web Development & Interactive Design: web site design, building wireframes, planning site design, content planning and development, site building and troubleshooting, cross browser knowledge - Internet Explorer, Firefox, Chrome, Opera, Adobe Dreamweaver CS5, Adobe Fireworks CS5, Adobe Flash CS5, Adobe Illustrator CS5, Adobe Photoshop CS5, CSS development, Google Webmaster Tools, HTML - hand coded, JavaScript - basic scripting, PHP - basic scripting