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BRANDON BAKER | brandonbakers.carbonmade.com

ABOUT ME

I'm a creative director and writer with a 4-year-old daughter who dabbles in directing from time to time. Grammar is important. I dabble in directing, not my daughter.

EDUCATION

Humber College – Advertising Copywriting – 2009 – 2010

Carleton University – Major in Sociology – 2004 – 2008

EXPERIENCE

Freelance – King Ursa – Toronto, Ontario – November 2024 – present

Creative Director – BleuBlancRouge – Toronto, Ontario – December 2022 – October 2024

Associate Creative Director – BleuBlancRouge – Toronto, Ontario – March 2022 – December 2022

Associate Creative Director – GIANTS & GENTLEMEN – Toronto, Ontario – June 2019 – March 2022

Senior Writer – GIANTS & GENTLEMEN – Toronto, Ontario – May 2016 – June 2019

Intermediate Writer – GIANTS & GENTLEMEN – Toronto, Ontario – May 2014 – May 2016

Intermediate Writer – CORKTOWN SEED CO. (formerly SMITH ROBERTS) – Toronto, Ontario – May 2013 – May 2014.

Junior Writer – SMITH ROBERTS – Toronto, Ontario – April 2012 – May 2013.

Backpacker – EUROPE (TRAVEL) – September 2011 – Dec. 2011

Junior Writer – EXTREME GROUP – Toronto, Ontario – June 2010 – June 2011.

Intern Writer – EXTREME GROUP – Toronto, Ontario – April 2010 – June 2010.

AWARD HIGHLIGHTS

One Show
Clios
Marketing
AdAge Small AOY (International)
Campaign Canada's Top 10 Mighty List
Communication Arts
The Strategy Awards
Strategy Marketer of the Year (Desjardins)
Strategy AOY Shortlist
ADCC
Applied Arts
Atomic
Effies
Epica
Cassies
CMA
Lürzer's Archive
IAC Awards
RDG Social Good
The Redgees
Behance Picks
Carte Blanche
AIME

CLIENTS

Dempster's, Villaggio, Timberland, Modern Mattress, Desjardins, Desjardins Insurance, Harvey's, Fisherman's Friend, Dr. Oetker, Clover Leaf Seafoods, RBC, Circle K, Days Inn, Wyndham Hotel Group, Global Pet Foods, Enercare, Assaulted Women's Helpline, CIRA (.ca), Testicular Cancer Canada, Mucho Burrito, LandShark Lager, Mill St. Brewery, Phillips Brewery, Pusateri's, Movember, Carlson Wagonlit Travel, Treasury Wine Estates, Peller Estates, Revlon, Mac's Convenience Stores, Goemans Appliances, Park'N Fly, National Arts Centre, SIR Corp, Beaverbrook, Dr. Bernstein, World Wildlife Fund, Polar Ice Vodka, Lambs BlackSheep Rum, SKYY Vodka, Indigo, Toshiba, Mercedes-Benz, Nature Conservancy Canada, Oliver & Bonacini, The Huffington Post, Teachers Credit Union, Educators Financial Group, ETFO, Hunter Douglas, Mother Parkers Tea & Coffee, Grand & Toy, Quiznos, Cadillac Fairview Malls, Moosehead, BlackBerry(RIM), Procter & Gamble