

# MITCH ROBERTSON

## INFO

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### PHONE

6473027634

### EMAIL

mjmrobertson@gmail.com

## LINKS

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[Portfolio](#)

## SKILLS

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Copywriting

Advertising

Communication and  
Presentation

Marketing Strategy

Art Direction

## PROFILE

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Hi, I'm Mitch.

I'm from Saskatchewan, I may live in Toronto but I've managed to retain most of the skills I acquired back in the prairies. Like creating a shelter from sticks, living off the land, and talking about ATVs in a Tim Horton's parking lot. I've been working in advertising and marketing for over seven years. In that time, I've had the opportunity to conceptualize, strategize, create, write and solve for national and international brands including: MasterCard, Johnson & Johnson, Nestlé, and General Motors. I love to solve big problems in a fast paced, high pressure environment and I'm always at my best in a brainstorm, pitch or presentation. My grand ambition is to do great work for great people with great people, and hopefully make the world a slightly better place along the way. I have a passion for the work that I do, the people I work with and I genuinely strive to make every place I work, a great place to be.

## EMPLOYMENT HISTORY

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### Writer, OneMethod

Toronto

Jan 2017 — Present

- Helped to re-target and reinvigorate the Motrin brand by creating the “Tina’s Uterus” campaign.
- Increasing brand awareness by 470% and year over year sales by more than 10 points.
- Developed the concept and creative to launch Delissio Stuffed Crust Pizza in Canada.
- Developed the concept and creative to launch Nestlé Les Recettes De L’Atelier in Canada.
- Helped to Launch KitKat Chocolatory as a brand and retail experience in the North American market.
- Coordinated with PR agencies to launch influencer initiatives, write press releases and organize events.
- Wrote and developed a series of highly successful B2B Sales Videos for Uberflip.
- Worked closely with influencers for Tylenol and Band-Aid brand to create branded content.
- Worked to develop junior and intermediate level creatives

### Writer, Taxi

Toronto

Jan 2016 — Dec 2016

- Helped transform Leon’s from a furniture warehouse brand to a family furniture brand through the, “Part of the Family” positioning and the Project Smart Furniture campaign.
- Worked with suppliers to develop new technologies and Apps to support ad campaigns.
- Worked with influencers to create branded content for Leon’s.
- Developed writing style guides for Leon’s retail and Masterbrand materials.
- Created social media campaigns for Kraft Dinner, Boston Pizza, and Fido.

**Jr. Copywriter/Copywriter, McCann**

Toronto

Apr 2012 — Dec 2015

- Worked primarily on the General Motors and Mastercard business as a copywriter creating digital, mobile, social, radio, and mass media campaigns for both brands, including the MasterCard priceless Surprises campaign and The Chevrolet Amazing Race Canada Sponsorship.
- Created writing style guides for MasterCard Priceless Surprises as well as MasterCard Priceless Cities, helping to define brand voice and tone.

**Creative Intern, Red Urban**

Toronto

Jan 2012 — Mar 2012

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- Developed copy for the Volkswagen Canada website including creative feature descriptions, headlines and short articles.
- Provided creative support on a variety of other campaigns and did my best to learn as much as possible from the people around me.

**EDUCATION**

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**Bachelor Degree, Creative Advertising, Humber**

Toronto

Sep 2008 — Sep 2012

Instruction on industry-standard design and production software, account management, art direction, copywriting, marketing and business principles, as well as content development and production.

**REFERENCES**

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**References available upon request**