

# SHANE SUPERNOVA

MARKETING MANAGER | MARKETING COORDINATOR

## PROFESSIONAL SUMMARY

A dedicated marketing manager and coordinator with a strong focus on creating impactful brand activations that build meaningful consumer relationships and drive business growth. I combine strategic thinking with creative innovation to develop brand experiences that stand out and resonate deeply with audiences. From initial concept to full execution, I've helped brands bring their vision to life, from large-scale feature film campaigns to small business marketing efforts, ensuring consistent and measurable results across all platforms.

## AREAS OF EXPERTISE

- Creative Marketing Strategies
- Content Creation
- Stakeholder Engagement
- Integrated Planning
- Community Building
- Creative Suite Software
- Brand & Campaign Management
- Market Research & Analysis
- Project Management
- Innovation & Trend Research
- Team Leadership
- Video Production & Editing

## CAREER HIGHLIGHTS

**Industry Flexibility:** Adapting to diverse roles and product categories for 10+ years, consistently driving client success.

**Leadership:** Led and nurtured a highly collaborative and effective creative team, composed of diverse, multidisciplinary talents, for over 6 years.

**Creating Impact:** Spearheaded projects and raised over \$250,000 using digital communication campaigns that educate and empower communities while improving lives through innovative solutions and dedicated advocacy.

## PROFESSIONAL EXPERIENCE

**Marketing Manager** | Century 21 First Canadian, London, ON | 2024 - Present

- Managed in-house studio serving all brokerage creative needs ranging from strategy, conceptual ideation, brand identity, and graphic production.
- Led the creative strategy and managed a multi-disciplinary team in developing transformative brand solutions, crafting high-impact engagement strategies for a brokerage roster of 330+ real estate professionals..
- Managed and optimized the creative process phases for agents ranging from strategic briefing, integrated planning, website development, engagement design approaches, consumer journey mapping, and brand management.

**Marketing Manager** | DCI Properties & Certainli Realty, London, ON | 2021 - 2023

- Executed the digital roadmap and managed digital content strategy, ensuring alignment with overall business objectives and optimizing content for engagement and conversion.
- Delivered data-driven recommendations and innovative insights on media strategy and targeting, enhancing campaign effectiveness and optimizing audience reach.
- Responsible for the planning, creating, and executing integrated paid media programs. Accountable for the strategies and functional activities to deliver digital paid search, display, and other critical channels.

**Marketing Coordinator** | For the Refugees, Montreal, QC | 2018 - 2019

- Develop and manage marketing campaigns to boost visibility and support, including market research, crafting mission-aligned messages, and distributing them across social media, email, and traditional media.
- Develop and implement comprehensive fundraising strategies to effectively achieve organizational goals. This include identifying potential funding sources, strategically creating customized outreach plans, and fostering long-term donor relationships to ensure sustained and robust support..
- Analyzed campaign performance through metrics and feedback, adjusting strategies as needed and collaborating with other departments to ensure cohesive and impactful promotion efforts.
- As a result of our efforts, we successfully raised over \$250,000 for the organization, enabling the safe relocation of refugees and asylum seekers who have made exceptional contributions to society but face significant personal danger.

## PROFESSIONAL EXPERIENCE CONTINUED

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### **Marketing Manager & Coordinator**, WTSF Films Inc & Beb Bingo Entertainment, Remote | 2015 - 2019 & 2021 - 2023

- Developed digital campaigns to maximize the social impact of influential films, media projects, protests, and fundraising campaigns to ignite change around important social and environmental issues.
- Co-produced two socially impactful films in the Philippines, guiding the projects from script to completion, securing post-production funding through crowdfunding initiatives, and ensuring the film's marketing and advertising message effectively resonated with and mobilized diverse audiences.
- Developed theatrical release strategy and post-screening Q & A sessions for the feature film 'When The Storm Fades' in 15 Cineplex theaters across Canada. Identifying and connecting with stakeholders who would participate and support the film through promotion, press, media, and strategies that helped reach and engage the project's core audience.
- Created educational guides, press kits, websites, videos, and social media content to support campaign development. Collaborated with filmmakers, designers, developers, and change-makers to ensure alignment with objectives.
- Fostered and maintained relationships with allies, media outlets, and the press to secure coverage and promote the project's objectives. They used press releases, organized contact lists, and solid connections built over the years.

### **Digital Marketing Coordinator**, Corus Entertainment, Toronto, ON | 2014 - 2015

- Work closely with cross-functional teams, including creative, production, and sales, to ensure cohesive and integrated digital marketing efforts that support broader advertising goals and initiatives.
- Monitor and analyze campaign and contest performance using tools like Google Analytics, providing regular reports and insights to optimize future marketing strategies and improve engagement.
- Develop and curate engaging content for the network's digital channels, ensuring all content is optimized for SEO and aligned with the network's brand voice and objectives.
- Oversee the network's social media presence by scheduling posts, engaging with the audience, and responding to comments and messages to build a robust online community and increase viewership.

### **Mental Health Worker & Case Manager**, Portland Hotel Society Community Services, Vancouver, BC | 2007 - 2011

- Collaborated within a multi-disciplinary team to address diverse resident barriers using a person-centered approach while acknowledging and leveraging each individual's unique strengths.
- We provided tailored housing solutions and personalized support to clients, ensuring that we met their unique needs, which resulted in a 94% program success rate.
- Case management involved the design and facilitation of an abstinence-based recovery program aimed at empowering and building capacity in individuals who have historically been deemed 'unfit' or 'unable' to participate in recovery group settings.

## EDUCATION

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### **Associate of Interactive Media & Production**

Fanshawe College, London, ON  
Graduated: May 2013

### **Film Production**

Vancouver Film School, Vancouver, BC  
Graduated: May 2006