

LAUREL LEDOHOWSKI

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WORK EXPERIENCE

Electronic Arts **2018 – Present**
Creative Producer

Collaborate across cross functional teams to develop the video (Unreal, game capture, animation and live action), pack front and Live Service assets for The Sims4 owned, earned and paid marketing channels.

- Project managed the pipeline for global FIFA (and modes: FUT & VOLTA), NHL and UFC pack art, and campaign design systems for three years.
- Lead CG animation projects for Plants vs Zombies Masterbrand, HD and mobile.
- Chosen to produce the John Madden memorial pack art, design system and illustrations.
- Won a creative innovation award for developing a new illustration style for The Sims.

TAXI **2016 – 2018**
Account Director

- Led both the BC Hydro and UBC accounts, as well as new business pitches.
- Consistently met or exceeded monthly business targets.

DARE Digital **2013 – 2016**
Account Supervisor & Account Director

- Led the Bell/MTS, Money Mart and Canadian Breast Cancer Foundation accounts.
- MTS creative was entirely CG animation.
- Promoted to a leadership role.

Melbourne International Film Festival **2012**
Events Assistant

Part time position during my graduate degree.

- Reported directly to the Head of Programming at Australia's biggest film festival.

Instil Productions Inc. **2009 – 2011**
Producer

- Managed complex still/video shoots, budgets, schedules and resourcing/crew.
- High profile clients such as: Coca-Cola, Campbell's, Starbucks, Mercedes, Jeep, Mars, Lipton, Molson, Heineken, McDonald's, Skyy Vodka, Fed Ex and many more.

Leo Burnett, Account Executive **2007 – 2009**
Account Supervisor

- Managed digital, print, and TV communications for P&G accounts.

Young & Rubicam **2005 – 2007**
Account Executive

- Project managed the creation Land Rover and Jaguar digital and print advertisements.

Mosaic Sales Solutions **2001 – 2005**
In Field Sales Representative

- Summer full time positions during undergraduate studies.
- Event and product promotions for Coca Cola, Labatt, Kokanee and Oil of Olay.

CIDA **2005**
OIC, Business Unit Manager

- Chosen from 200 applicants for a government funded position in Accra, Ghana.
- Created long/short-term strategic marketing and sales plans.
- Designed workshops on business practices.

EDUCATION

University of Melbourne: Masters of Arts and Cultural Management (Honours)

Major: Moving Image

University of Manitoba: Bachelor of Commerce (Honours)

Awarded scholarship for 3rd year exchange in Montpellier, France

Double Major: Marketing and International Business

University of Manitoba: Bachelor of Arts

Major: Philosophy

INTERESTS

- Travel/culture. Have lived, worked or studied in: Europe, South and Central America, West Africa, Southeast Asia, South Asia, and Australia.
- Visual arts: photography, exhibits, documentaries and international films.
- Nature: canoeing, fishing, skiing, and hiking.