



**Dan
Zinman**
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2103-228 queens quay west
toronto, on M5J 2X1

Quality-driven relationship leader with extensive experience to deliver comprehensive marketing strategies and campaigns that advance business objectives, build reputation and deepen relationships.

Industry Experiences

MRM//McCANN CANADA ACCOUNT DIRECTOR (Jul. 2019 - Apr. 2020), SUPERVISOR (Jun. 2016 - Jul. 2019)

key clients: General Motors Canada (Chevrolet, Buick, GMC, Cadillac, GM Visa, GM Corporate)

- manage and oversee entire scope of Canadian digital operations, CRM and enterprise marketing programs for General Motors, for both corporate non-vehicle and vehicle brand sides of the business
- manage, supervise and mentor three direct reports, along with numerous indirect reports from various external departments
- initiate and collaboratively develop multiple long-term multi-million dollar strategies, both standalone and part of larger brand or corporate strategic programs
- develop annual marketing plans for various GM lines of business, both corporate and brand-specific, and corresponding follow-up staffing and budget plans, later executing full project development, schedules and financial maintenance
- manage creative and production of digital content with brand agencies of record, along with external GM vendors for numerous digital specialties, to ensure open communication and consistency
- act as liaison between internal teams to ensure project fluidity and promote communication between teams
- initiate various process standards for digital team, helping to ensure project fluidity and enforcement of brand and corporate standards across multiple agencies of record

MARSHALL FENN COMMUNICATIONS ACCOUNT MANAGER (Oct. 2014 - Jun. 2016)

key clients: Amica Mature Lifestyles, BayBridge Senior Housing

- managed multiple client accounts across a wide scope of above and below the line strategic direction, campaigns and projects including mass media, DM, broadcast, digital and out of home
- served as daily corporate client contact, responsible for managing full project schedules and estimates, as well as account updates, creative briefs, and financials
- managed relationships with all community management and marketing teams, liaising between over 20 locations across Canada, both for larger corporate and individual community marketing tactics
- served as liaison between internal teams to ensure project fluidity, quality assurance and promote communication between teams
- initiated and collaboratively developed long-term brand strategy, and oversaw marketing transition during corporate takeover

CUNDARI ACCOUNT EXECUTIVE (May 2012 - Jun. 2014)

key clients: Canadian Cancer Society, Ivey Business School, Firkin Pubs, Royal Canin, Dempster's

- managed multiple client accounts across a wide scope of above and below the line strategic direction, campaigns and projects including mass media, DM, broadcast, digital, POS, and out of home
- served as daily client contact, responsible for managing project schedules and estimates, as well as account updates and creative briefs
- served as liaison between internal teams (creative, digital, production, strategy, studio) to ensure project fluidity, avoid errors and inconsistencies, and promote communication between teams
- managed relationships with external client contacts (partner agencies, consultants, brokers, vendors) to ensure open communication and brand consistency, both on an individual project and overall branding basis
- initiated and collaboratively developed multiple long-term multi-million dollar campaign strategies, including branding, media outreach, and digital/social presence
- initiated process standards for various accounts and departments, helping to ensure project fluidity and enforcement of brand and corporate standards across multiple departments



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Industry Experiences

AROMA ESPRESSO BAR CANADA MARKETING COORDINATOR (Jan. - May 2012)

- led the implementation of all corporate and franchise marketing activities on-and-off line, including traditional, digital and social media
- led the development of multiple long-term strategies, including product packaging, digital presence, social media, retail sales and in-store loyalty to support brand and franchise growth
- developed Local Restaurant Marketing starter kits, providing turnkey guides for new franchisees to initiate and manage local marketing plans

WUNDERMAN CANADA PROJECT MANAGER (May 2009 - Dec. 2011), COORDINATOR (May 2007 - 2009)

- key clients: BP Fuels, Microsoft, Royal Canadian Mint, ARCO, SIRIUS Satellite Radio, Citibank, Wyeth
- managed multiple client accounts across a wide scope of above and below the line campaigns and projects, including DM, direct response, POP, digital, mass media and out of home
 - served as a liaison between clients and internal teams (account, creative, production, studio, finance) to ensure project fluidity, product quality and effective communication
 - responsible for managing full project schedules and estimates, as well as account invoices, client updates, production specs and studio briefs
 - developed process standards for various accounts and departments, helping to ensure project fluidity and product quality across multiple departments
 - oversaw multiple production functions, including vendor bidding and relationships, press checks, site inspections and media operations
 - served as account link to studio, monitoring and assisting with assignments and inquiries, as well as trafficking of agency work to ensure efficiency
 - participated in multiple creative tasks, including preparing comprehensive decks and participating in creative brainstorming

Education

WILFRID LAURIER UNIVERSITY
 Hons. BA, Communications Studies (2003-07)
 - centralized focus on marketing and media as communication

Hobbies & Interests



pop culture world history sports tech & web design Seinfeld