

# Heaven.

## MADELEINE HEAVEN

ART DIRECTOR  
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Toronto, Ontario, Canada

### OBJECTIVE

Creative advertising professional and visual artist seeking an Art Director position that challenges my conceptual abilities, provides leadership opportunities, and fosters my creative vision.

### EXPERIENCE

#### ART DIRECTOR

**Innocean Canada** | 2022 - Present

Lead the development of Kia's new global brand narrative in Canada, overseeing launches across Television, Experiential, Out Of Home, Print, and Socials. Co-led the 'Breaking Barriers' EP launch for [Sarang Kitchen](#) to design scientifically researched music in collaboration with musicians and the neurodivergent community to reduce stress and increase social interaction for neurodivergent customers in restaurant settings.

#### CONTENT CREATOR / SOCIAL MEDIA MANAGER

**Cheekbone Beauty Cosmetics INC.** | 2020 - 2022

Design and strategize social media and email marketing campaigns for major launches such as Sephora Canada and the multimedia ad campaign [Right the Story](#). Collaborate with Sid Lee to advance the future of indigeneity through the correlation of ancestral technologies and modern science. Build relationships with influencers, media outlets, and customers, helping every Indigenous youth see their value in the world through sustainable cosmetics.

#### JUNIOR ART DIRECTOR

**Seneca 360 LIVE** | 2020

Providing and leading digital art direction services for non-profit organizations specifically related to events, content creation, marketing, and strategy.

#### LEARNING CENTRE TUTOR

**Seneca College** | 2019 - 2020

#### ART INSTRUCTOR

**McMichael Canadian Art Collection** | 2018

#### RESEARCH ASSISTANT

**OCAD University, Indigenous Visual Culture Research Centre** | 2016-2017

### EDUCATION

#### OCAD University

Bachelor of Fine Arts  
2012 - 2016

#### Seneca College

Creative Advertising Diploma  
2019 - 2020

### AWARDS & ACHIEVEMENTS

PROGRESS Award - INNdividual of the Quarter

Identify and co-lead Sarang Kitchen pro bono at Innocean Canada - 2023

IDEA (Inclusivity, Diversity and Equity in Advertising) Competition Winner

Institute of Communication Agencies

Cheekbone Beauty x Sid Lee - 2021

Peter Weis Award, Art Direction

Seneca College - 2020

Provincial Award - Beyond The Screen (French Category)

Ontario Secondary School Teachers' Federation (OSSTF) - 2009