

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

Oversee and develop cross-channel deliverables that narrate Kia's new global brand identity in the Canadian market, from project strategy to project completion. Prioritize and take a leadership role in addressing clients' needs with a high degree of creativity and innovation throughout the production process of TV, Experiential, Print, and Digital.

CONTENT CREATOR / SOCIAL MEDIA MANAGER

Cheekbone Beauty Cosmetics INC. | 2020 - 2022

Led impactful social media and email campaigns for major launches, including Sephora Canada and the award-winning '[Right The Story](#)' campaign. Collaborated with agency Sid Lee to integrate ancestral technologies with modern science, fostering relationships with influencers, and empowered Indigenous youth 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

www.madeleineheaven.com