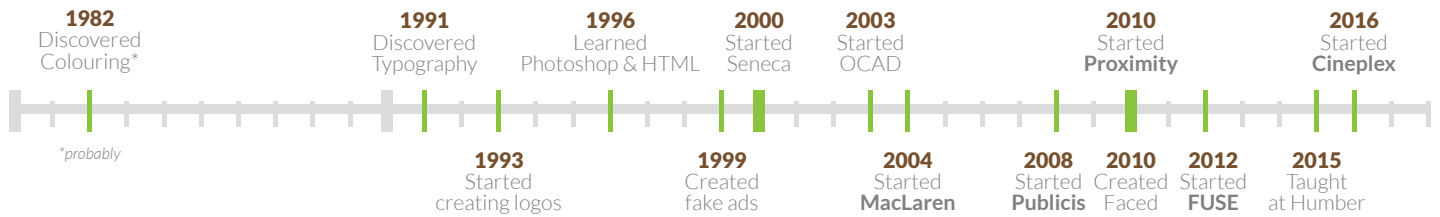


Cam Guest

www.camguest.ca cam@camguest.ca 416 562 8724

Get to know me



Employment

October 2016 - Present

Cineplex Digital Media

Associate Creative Director

Clients

McDonald's Canada, Arcos Dorados (Brazil, Argentina, Uruguay), BMO, Subway USA

Major Initiatives

Leading cutting edge digital strategies for in-restaurant eco-systems (Digital Menu Boards & Digital Drive-Thru) for McDonald's Canada and Subway USA

Assisted with creative direction and implementation of supplied content for Arcos Dorados

Lead seasonal creative content for BMO bank locations and First Canadian Place concourse

September 2015 - December 2015

Humber College

3rd Year Instructor

Helped re-shape the existing curriculum that included responsive websites, prototyping animations and digital publishing

Focused students on presenting and defending their work in a more confident manner

February 2008 - April 2010

Publicis Modem

Art Director

Clients

Rogers, Labatt, LG, Home Depot

Major Projects

Helped launch Android phones into the Canadian market

Developed quarterly campaigns for Rogers consumer wireless

Campaign microsites for Labatt

May 2012 - October 2016

FUSE Marketing

Senior Art Director

Clients

Interac, Pan Am, Tim Hortons, Hyundai, CIBC, Canadian Tire, Fairmont, Cisco

Major Projects

Designed TORONTO 2015 Pan Am pre-game, games-time, and mascot contest websites

Developed Fairmont F-Scapes campaign and website

Re-established Interac's online presence via websites and social media platforms

April 2010 - February 2012

BBDO Proximity

Art Director

Clients

Johnson & Johnson, Campbells, Blackberry, Mars, Gillette, HP, Diageo

Major Projects

Launched an expansive health portal for Johnson & Johnson

Email campaigns for Blackberry

Devised a Facebook social game for Pedigree dog treats

April 2004 - February 2008

MacLaren McCann

Designer

Clients

General Motors, Coca-Cola

Major Projects

Helped on the yearly refresh of General Motors Canada Website

Launch of 2008 Chevrolet Silverado

Branded and launched General Motors Green by Design program

Education

September 2003 - August 2006

Ontario College of Art & Design

Degree

Bachelor of Design

January 2000 - April 2002

Seneca College

Diploma

Graphic Design