

# Darrell C. Dean

VISUAL AND DIGITAL COMMUNICATIONS SPECIALIST

DCD@DARRELLCDEAN.CA • MONTREAL, QUEBEC

A visual communications specialist with more than twelve years of experience in not-for-profit fundraising, political campaigning, event and brand visual identity development, web design and coding, digital storytelling, and executive leadership.

A self-taught graphic and web designer from a young age with a penchant for user experience, brand systems, and typography.

A natural and empathic leader who excels in relationship building, strategic thinking, and decision making—originating from a foundation of academic excellence and community engagement.

## HIGHLIGHTS

- Passionate team leader and manager
- Compelling visual communicator and storyteller
- Technical expert across many platforms and tools
- Creative, curious, and innovative

## EDUCATION

### Doctor of Philosophy • 2012

Department of Chemistry  
Queen's University  
Kingston, Ontario

### Bachelor of Science • 2007

Department of Chemistry  
Saint Mary's University  
Halifax, Nova Scotia

## RECENT EXPERIENCE

### Office of the Prime Minister of Canada • Ottawa, Ontario • 2022–2024

Manager of Advertising • 2022–2024

- 🔥 **Provided executive management of the Government of Canada's advertising portfolio (\$86M in 2022–2023)**, including final approval on all aspects of major campaigns.
- Contributed significantly to the development of all major campaigns through campaign strategy, creative development, and media execution.
- Participated in all aspects of creative development, from concept review and focus group testing evaluation, through to on-site video and audio production.
- 🔥 **Focused on KPI measurements, instilling a renewed focus on their use** to evaluate success and facilitate insights for future campaigns.
- Ensured timely approval by the Prime Minister of annual advertising budgets and central funding applications through effective briefing and advanced planning.
- Advised the Prime Minister and Cabinet on policy files related to advertising, digital platforms, and online hate.

### Data Sciences Inc. • Montreal, Quebec • 2018–2022

Vice President, Digital & Creative • 2020–2022; Head of Digital Solutions • 2019–2020;  
Head of Experience • 2018–2019

- 🔥 **Hired and led a multi-tiered digital and creative team of twelve strategists across three continents**, with exceptional employee satisfaction scores.
- Executed **complete digital programs, including email, web, and social initiatives—from top-level strategy to development and delivery of campaigns**—with fundraising and contact acquisition objectives for political, not-for-profit, and corporate clients.
- Focused on the use of data, in-platform optimization, and outstanding written and visual creative products to drive above-average results, meeting or exceeding client goals.
- 🔥 **Provided executive leadership company-wide**, particularly in the areas of office management, technical and corporate operations, employee satisfaction and engagement, and diversity, equity and inclusion.
- Prepared an internal operational SWOT analysis through employee interviews and literature research, and delivered a set of key recommendations for continued growth.

### Liberal Party of Canada • Ottawa, Ontario • 2014–2018

Campaign Director, Creative and Digital Content • 2019, 2021; Director, Digital & Creative • 2017–2018;  
Director, Creative & Content • 2016–2017; Senior Designer • 2014–2016

- 🔥 **Designed, implemented, and later shepherded the further development of the complete visual brand system used since 2015** to represent the Liberal Party of Canada.
- Hired and led a team of up to twelve to execute the Party's digital and creative functions across email engagement and fundraising, social media, graphic design, video production, and web development.
- Produced 100+ live and pre-recorded videos with caucus, party leaders, and staff including interviews, testimonials, live event hits, and policy explainers among others.
- Developed the complete brand systems for two National Party Conventions (2016, 2018), including and all on-site print and digital assets. Also fully produced multi-day, on-site "Liberal Live" productions for three Conventions (2016, 2018, 2024).
- 🔥 **Acted as the Director of Creative and Digital Content for Justin Trudeau's 2019 and 2021 successful federal re-election campaigns** (on secondment), hiring and leading teams of 20+ staff to develop and execute all digital, social media, and visual communications objectives for the central campaign.