

Jessie Corney

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[LinkedIn](#) • [Website](#)

- ❖ Versatile, detail-oriented professional with 14+ years of progressive experience in strategic new business development, account and project management advertising production, delivering increased sales by 300%.
- ❖ A trusted leader and advisor, developing tactical strategies into long-term fiscal success that attracts new clients and opportunities.
- ❖ A conduit and translator for cross-functional teams, building strong, trusting relationships through clear communication, active listening, candour, and positive problem-solving.
- ❖ Leverages unique, hands-on experience and production knowledge, including film, animation, digital, content, and activations, to create dynamic opportunities for brands to expand market share.

CORE COMPETENCIES

CLIENT SERVICES: Provides valuable solutions to new and existing business development, positive problem-solving, timely communication and trust, deepening engagement, cross-department coordination, and optimizing revenue opportunities

SALES, MARKETING AND CREATIVE STRATEGY: Research, competitive skill set, client personas, analyzing key metrics, insights, brand platform, tone and voice, value proposition, client targeting, customer experience, journey and channel planning, creative development, implementation

PROJECT MANAGEMENT & PRODUCTION: Proactive self-motivator, detail-oriented, strong organizational skills, quoting, negotiation, briefs, pitch decks, treatments, management of suppliers and creative resources, managing multiple fast-paced projects at once

LEADERSHIP & TEAM PLAYER: Lead from beside approach, empathetic, active listener, 1:1 coaching, workshops, training, clearly defined outcomes, action items and KPIs, operations and company culture

CREATIVE THINKING: Cross-channel storytelling and adapting content across a variety of media channels (stills, motion, animation, web, social, apps, AR, VR, and activations), creative direction, editing, copywriting, development and execution of concepts and marketing campaigns, brand storytelling, brand guidelines, sales and marketing collateral

COMMUNICATION: A warm, authentic, and clear communicator, confident speaker, excellent presentation ability, first responder for conflict resolution

EXPERIENCE

JESSIECORNEY.COM | Toronto, ON

4/2017-Present

Strategic Marketing & Business Consultant, Freelance

- Guides production agencies in implementing comprehensive strategies that increase profits, uncover new revenue opportunities and expand scope of work.
- Research current trends and analyze insights to create and implement initiatives; develop value propositions, brand/marketing/sales strategies, creative development, sales & marketing collateral, online presence, and content while scaling best practices.

THINKINGBOX | Toronto, ON

11/2020-10/2021

Director, New Business

- Recruited by Managing Director to construct and deploy sales & marketing strategy to expand direct-to-brand clients; reported directly to CMO.
- Cultivated relationships with target clientele, partnering across brand and internal teams to develop creative strategies that met designated needs and objectives. Consulted clientele on additional opportunities, technologies, and digital channels to achieve big-picture goals.
- Conducted market, consumer, and competition research, observations and insights to identify monthly, quarterly, and annual client targets that considered sectors, specific brands, optimal purchasing times, and business sizes from startup to Fortune 500. Established KPIs to measure agency performance.
- Optimized sales operations and frameworks and trained team on new strategic motions.

THINKINGBOX | Toronto, ON

11/2015-4/2017

Senior Partnership & Strategic Account Manager

- Increased sales by 300%; revitalized underperforming Toronto office while leading agency's business development across Toronto and New York markets. Successfully laid groundwork to transform from company's most underperforming office to one of company's top-producing offices in less than two years.
- Coordinated with cross-functional teams to guarantee delivery of client projects at exceptional standards and within designated timeline and budget scope with global brands such as United Way, Hershey's, Glentel, Kia, OLG, Purina, Mondelez, and Genesis.
- Pioneered creation of company's "Talk Nerdy to Me" program to educate agencies on new technologies and their campaign applications. Program is now the company's largest lead-generation source and has played a pivotal role in attracting interest from globally recognized brands, including Pinterest, Snapchat, Spotify, and Audi.

HESTYREPS | Toronto, ON

9/2014-4/2015

Agency representing leading global talent in film, animation, and digital.

New Business Agent

- Hired to spearhead agency's new business development and strategic partnership efforts across Canadian market in animation, film, digital, and new technology sectors by acting as primary voice between creative talent/artists and brands/agencies.

KITH & KIN | Toronto, ON

3/2012-5/2014

Production agency representing photography, film, CGI, and digital artists.

Agent

- Recruited to lead business development, project & artist management, and provided coverage during founder's maternity leave.
- Drove creative strategy and direction of artist's work to increase potential talent opportunities.
- Successfully placed talent and managed projects for global & national brands, including McDonald's, Tim Hortons, Manulife Financial, Shell, Frito-Lay, Evo, Tropicana, and Cracker Barrel.

GERMAINE WALKER | London, UK

7/2008-2/2012

Photographic agency proudly representing numerous hand-picked, talented, and award-winning image makers.

Agent & Producer

- Oversaw new business, account management, and photoshoot production for roster of 10 photography & film talent.
- Developed unique outbound marketing/sales strategy, narrative, and materials, including all pitches, decks, and social media/blog content, to expand agency/artist reach.
- Tracked, analyzed, and communicated key quantitative metrics and business trends in relation to talent and agency relationships.
- Placed talent and produced projects for notable brands, including Hershey's, McDonald's, Virgin, Tesco, and Manpower.

EDUCATION & CERTIFICATIONS

MIAMI AD SCHOOL | Toronto, ON

Strategy & Account Planning Certificate, 2020

BRAINSTATION | Toronto, ON

Digital Marketing, Web Development Certificate, 2015

SHERIDAN COLLEGE | Oakville, ON

Art Fundamentals, Degree in Commercial Photography, 2003

PROFESSIONAL & COMMUNITY INVOLVEMENT

- Mentor, Forum for Women Entrepreneurs (FWE) (2018-Present)
 - Actively work alongside mentees, assisting in development of overall business strategy & marketing.
- Bachelor of Arts in Photography Advisory Committee Member, Sheridan College (2014-2019)
 - Handpicked by college faculty to serve as alumni representative on committee overseeing college's Bachelor of Arts in Photography degree program.

References & recommendations available on [LinkedIn](#).