

Jessie Corney

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Director of Growth & Partnerships

Summary

I help creative organizations clarify who they are, articulate what they offer, and build the systems that support sustainable growth.

Across more than 14 years inside production studios, creative businesses, and commercial talent agencies, I've built the strategies, messaging, and development programs that help teams communicate their value, operate more effectively, and win better work.

My strength is bringing clarity and structure to the business side of creative work — giving teams direction, focus, and the ability to perform at a higher level with less friction.

With experience spanning talent representation, production, and digital agency leadership, I understand the creative business ecosystem from every angle - from how creative work is made to how it's sold and delivered.

Core Capabilities

- **Business Development & Sales Systems** – Building scalable frameworks for lead generation, client acquisition, and long-term retention
- **Strategic Positioning & Messaging** – Defining market fit and articulating value with clarity and precision
- **Growth Strategy & Planning** – Identifying priorities and timing that align opportunity, resources, and delivery capacity
- **Partnership Leadership** – Developing senior-level relationships that expand revenue and market presence
- **Cross-Functional Team Leadership** – Aligning strategy, creative, production, and operations for seamless execution
- **AI & Technology Integration** – Applying emerging tools and data-driven approaches to enhance efficiency and insight

Selected Achievements

- Recovered a stalled client relationship through strategic diplomacy, repositioning the agency for larger opportunities and securing a \$2M project - one of the studio's most successful engagements
- Built Talk Nerdy to Me, a technology education program that attracted enterprise clients including Pinterest and Spotify and became a core growth engine for the studio
- Repositioned studios and creative founders for higher-value work, resulting in clearer offers, stronger win rates, fewer misaligned inquiries, and more focus on the work they actually want
- Re-hired by Thinkingbox to lead the company-wide shift from agency-focused sales to direct-to-brand strategy, building on the growth approach I originally developed

Experience

Strategic Marketing & Business Consultant

JESSIECORNEY.COM | Toronto, ON | 2017–Present

Partnering with creative businesses to clarify their positioning, strengthen development systems, and plan for sustainable growth.

- Guided studios and founders on positioning and growth strategy, helping shift from reactive sales to clearer long-term pipelines
- Designed technology- and AI-integrated marketing approaches that improved reach, efficiency, and insight

- Built frameworks that allowed small teams to scale outreach and conversion without overextending capacity — improving consistency and reducing operational strain
- Supported clients through offer refinement, messaging development, and structured action plans that moved ideas into execution
- Clients achieved clearer direction, stronger positioning, improved pricing clarity, and better pathways into higher-value opportunities

Director, New Business

THINKINGBOX | Toronto, ON | 2020–2021

Led new-business strategy and formalized growth operations for a digital advertising and production agency.

- Refined how the studio articulated its offering, strengthening pitch clarity and creating more aligned client conversations
- Partnered across strategy, design, production, and leadership to maintain alignment from pitch through delivery
- Led key account pursuits and long-term partnership planning, ensuring growth efforts connected clearly to delivery and operations
- Projects included work with brands such as Pinterest and Spotify

Senior Partnership & Strategic Account Manager

THINKINGBOX | Toronto, ON | 2015–2017

Brought clarity, structure, and strong creative-sales fluency to the Toronto satellite office, elevating outreach, client communication, and pitch effectiveness.

- Re-introduced the studio to Toronto and New York, building a full sales pipeline within 6 months and strengthening presence in both markets
- Partnered with production, design, and strategy to align pitches, scopes, and timelines with client expectations and budget realities
- Improved sales materials, case stories, and communication practices across teams to strengthen pitch quality and client alignment
- Balanced multiple ongoing projects, each with different creative, technical, and production demands

New Business Agent

HESTYREPS | Toronto, ON | 2014–2015

- Researched and mapped key contacts and re-engaged lapsed relationships
- Represented the roster to agencies and brands across advertising and design sectors

Agent

KITH & KIN | Toronto, ON | 2012–2014

- Led business development during the studio's transition from photography-only to multi-disciplinary representation (directors, CGI artists, animators)
- Oversaw client relationships, negotiations, and project delivery from pitch through final execution
- Supported the studio's transition from photography-only to a multi-disciplinary creative representation model

Agent & Producer

GERMAINE WALKER | London, UK | 2008–2012

Agency and production support for a London-based photography and motion representation studio.

- Expanded agency visibility across UK advertising and design firms through targeted outreach and relationship development
- Produced and coordinated shoots and campaigns, managing quoting, scheduling, suppliers, and on-set logistics

- Supported campaigns for clients including Virgin, Tesco, and Hershey's

Education & Professional Involvement

- **Miami Ad School** – Strategy & Account Planning Certificate | 2020
- **BrainStation** – Digital Marketing & Web Development Certificate | 2015
- **Sheridan College** – Degree in Commercial Photography | 2003
- **Mentor** – Forum for Women Entrepreneurs | 2018–Present
- **Advisory Board Member** – Sheridan College | 2014–2019