

IAN BLACKSTOCK



SUMMARY

- Proven ability to transform concepts into life
- Accelerate under pressure
- Strong work ethic
- Strategy based future thinker
- Work well in a team environment
- Strong organizational, project management and communication skills
- Conceptual thinker
- Eye for detail to provide successful, strong results
- Combine creative and artistic talent to deliver revenue-producing deliverables
- Strong understanding of marketing and communication strategies and how targeted design can affect business needs

SPECIALTIES

- Creative Direction
- Art Direction
- Branding
- Digital
- Video
- Print
- Analysis
- Leadership
- Strategy
- Innovation

EXPERIENCE

2001 to Present

On Point (www.onpointtoronto.com)

Creative Director

On Point is a recognized global leader in bass music and marine / racing solutions. Founded On Point Music in 2001 (onpointmusic.ca), On Point Presents in 2005 and On Point Racing (onpointracing.ca) in 2015. Produce and lead the vision of events, label releases and racing division.

2019 to 2021

Ad Club of Toronto (www.adclub.ca)

Creative Director

Head of creative team + responsible for AdClub event creative / branding initiatives. Voting director of AdClub board.

2018 to 2019

The Community (www.thecommunity.ca)

Art Director

Lead creative & design aspects for ITG Brands (Backwoods, Phillies, Dutch Masters, KOOL, Winston & Maverick).

2012 to 2018

Postmedia (www.postmedia.com)

Creative Producer

Lead creative, design and technical aspects for Postmedia Advertising. Work closely with all divisions, including CEO and executive team. Conceptualize and produce content for key initiatives, clients and news media brands throughout Canada. Collaborate in brainstorming, co-ordinate development, maintain relationships with key internal resources and external vendors. Founding member of 3i, Media Strategy & Postmedia Content Works. Brands: National Post, Financial Post, Sun Media, Montreal Gazette, Ottawa Citizen, Vancouver Sun, Calgary Herald, Edmonton Journal, Canada.com, Content Works + more.

2011 to 2012

BAM - Builder Advertising & Marketing (www.callbam.net)

Senior Designer

Support Creative Team and Client Services in producing deliverables for large scale Home & Condo developers within Southern Ontario. Work on all facets of design involving: Creative, Web, Video / DVD Production, Print & Other Media. Clients: Brookfield, Delta Urban, Double Oak, Eden Oak, Empire, Highmark, Lakeview, Mason, Nottawasaga Resort + more.

2007 to 2011

Studio 5 (www.s5group.com)

Creative Director

Launched / Founded boutique design firm in 1997. Lead the development of all concepts to strategically align with each clients vision. Initiate and stimulate ideas for and from everyone involved in the creative process. Specialties: Video, Digital, Print, Content, Branding, Social, Proposal Production + more.

2005 to 2007

IBM (www.ibm.ca)

Designer

Designer for IBM's Deal Hub Markham Team. Responsible for Graphics Projects (Web / Print) as well as RFP's, RFI's, Customer Agreements, and various client deliverables. Consulted with clients on various accounts valued from \$100K to \$250,000,000K Provide mentorship and coaching to less experienced designers in technical and creative areas. Recipient of four Blue Ribbon Awards for above & beyond performance. Internal Projects: CEO's Canadian Leadership Team, ibm.com CEO Conference, Invoice Delivery Service, IBM Team Canada.

2003 to 2004

Guidelines Advertising (www.guidelinesad.com)

Designer

Support Creative Director with production requests: Corporate Advertisements, Brochures, Floor Plans, Signage and other various client deliverables for high level Home Developers within Southern Ontario. Responsible for daily ads & advertisements to magazines & publications.

ASSOCIATIONS

2019 to 2021

Ad Club of Toronto (www.adclub.ca)

Creative Director

Head of creative team + responsible for AdClub event creative / branding initiatives. Voting director of AdClub board.

EDUCATION

2004 to 2005

Seneca College of Applied Arts and Science (Seneca / York University Joint Program)

Digital Media Arts Diploma

Toronto, Canada

HONOURS & AWARDS

- 2015 - Newspapers Canada - Great Idea Award for Digital Innovation - Daily Newspaper (Fairmont)
- 2007 - IBM - Blue Ribbon Award for Above & Beyond Performance (4 Awards)

CONNECT

- Ian Blackstock (ianblackstock.com)
- Ian Blackstock - LinkedIn ([linkedin.com/in/ianblackstock](https://www.linkedin.com/in/ianblackstock))
- Ian Blackstock - Vimeo (vimeo.com/ianblackstock)
- Ian Blackstock - Twitter (twitter.com/ianblackstock)
- On Point Racing (onpointtracing.ca)
- On Point Music (onpointmusic.ca)