

# SANDER SARIOGLU

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see my portfolio at [sandersarioglu.com](http://sandersarioglu.com)

*I am 15 year veteran of the design and marketing industry in both the non-profit and corporate sectors as an Art Director and Creative Services Manager. I am passionate about being creative, giving back to my community, and spending time with my family.*

## *Manager of Creative Services St John Ambulance - Alberta Council*

*November 2016 – Present*

- Lead the development of confidence-inspiring, high impact, brand-compliant, marketing, and visual communications for multi-stakeholder, provincial, and or national projects, in digital or print channels, or combination thereof. This includes developing key marketing messages for business-to-business (B2B), business-to-consumer (B2C), and internal collateral projects to ensure revenue is made which can then be re-invested into St John Community Services. In addition, I lead visual communications across, Alberta, Saskatchewan, Manitoba, and consult at a national level.
- Used critical decision making and judgment skills to foster a collaborative, organized, and creative department. Manages a team of two to three staff including assignment of work, providing feedback, and holding the team accountable to high-quality creative development and timely delivery of marketing and communication products that confidently represent the organization. Mentored summer students for five years consecutively.
- Responsibly manages corporate credit and gas cards along with cell phone, laptop, camera, and other technologies. Ensures staff expenses, time off requests are balanced. Provide annual staff reviews and opportunities for their professional development such as attending conferences or online training.
- Identifies the organizational needs of various departments and develops digital (print, web, photo, video) and print communications and marketing campaigns for a variety of external audiences. Re-branded St John Ambulance Alberta's annual report to become a more public-friendly periodical (2018).
- Shoot photography, video, and audio when necessary. Edit, proof, and quality control work developed by staff, interns, and other departments to ensure brand compliance.
- Supported the executive team through several restructuring to develop improved processes, find staff, and ensure business continuation. Produce monthly data-driven reports to the executive team outlining strengths, weaknesses, opportunities, and threats for upcoming campaigns or post postmortems of recently deployed ones.
- Created WORKBook, a compendium of St John Marketing, public relations, fund development, and business development strategies, projects, and best practices to support organizational restructuring. This document became the go-to manual for senior staff across the organization.
- Continually engage with media to have them attend St John events as well as produce segments for live TV. Wrote the grant that successfully acquired \$36,000 in free advertising from Stingray.
- Manages and maintains on-line content for up to six St John websites to achieve optimized search engine results pages (SERP). Keep current on new technologies and design methodologies to better understand the user journey and experience.
- Creates, develops, manages, and engages with content across over ten social media channels and accounts to grow brand awareness, communicate important safety concepts, or drive traffic to sales-oriented landing pages. Managed budgets for ad spends and marketing campaigns to maximize reach and ensure return on investments. Create digital marketing projections to validate the allocation of resources in a campaign budget.
- Improved sales of automated external defibrillator (AED) devices from 24 to over 200 in 2017 by collaborating with our Business Development team by deploying new marketing strategies. Developed marketing strategies and creative that supported an increase in online course sales from \$34,000/m to \$100,000/m which ensured operations were maintained during the COVID19 pandemic.
- Develops monthly email campaigns through internal CRM and Click Dimensions to promote courses, products, remind students of expiring certificates. Collates content, writes, and designs St John Ambulance's internal monthly e-newsletter delivered through Constant Contact.
- Manages vendor quotes and specification materials to ensure the marketing and design materials are completed within budget and on schedule. This includes but is not limited to liaising with printers, environmental graphics, installers, photographers, videographers, ad managers. Provide creative direction where needed.
- Co-Chairs national St John Ambulance Marketing Committee. My team in Alberta has also taken on the responsibility of developing high stakes national digital ad campaigns in both strategy, content, and analytics reporting.

*Teacher Assistant - Introduction to InDesign Mount Royal University, Calgary AB  
November 2018 – Present*

- Provided technical advice and in-class support to approximately 20 continuing education students.
- Demonstrated and explained InDesign software concepts and techniques presented by the instructor.
- Provided one-on-one support to students to maintain the pace of the class.
- Prepared class material and equipment for students and instructor to ensure efficient use of class time.
- Provided insight into real-world design and visual communications methodologies and applications with a focus on learning technical skills.

*Fund Development and Creative Services Coordinator St John Ambulance - Alberta Council  
February 2011 – November 2016*

- Developed effective donor calls to action, campaigns, and communications in print and on-line inclusive of plea letters, annual reports, social media marketing, PowerPoint presentations, media kits, sponsor packages, environmental graphics, and all varieties of digital and print collateral. This resulted in raising \$1.3 million in gifted labour, donations, and products for a capital campaign from 2011-2013.
- Built St John Ambulance Alberta's social media strategy from the ground up inclusive of crisis planning and content procurement.
- Researched, wrote, and won grants including Community Facility Enhancement Grant (Government of Alberta), Calgary Foundation, and Heather Johnson Consulting (the Anonymous Donor) which realized over \$500,000 in funding over 5 years. This included providing quarterly progress reports.
- Created the first iteration St John Alberta's website as well as managed Alberta content on St John Ambulance's national site.
- Collaborated with the Business Development department to conceptualize and develop effective business-to-business (B2B) and business-to-consumer collateral (B2C).
- Maintain brand standards both internally and externally on St John Ambulance websites, social media, merchandising, and print collateral.
- Participated in national St John marketing and communications committees and initiatives. Responsible for maintaining brand standards both internally and externally.

*Principle Creative Strategist Sander Sarioglu Illustration and Design and Loyal North  
Creative Strategy, Calgary AB  
September 2003 – Present*

- Develop high impact and effective design brand identities and marketing for a variety of clients from the financial sector to technology, and non-profits.
- Clients include: Digital Alberta, ShopTolt, Skinny Fish Media // Element Magazine, Thetis Island Nature Conservancy, Silverayne Productions, The Canadian Hand to Heart Foundation, and the Sylvan Lake Chamber of Commerce, Professional Services Management Association of Vancouver, Third Street Dental - Vancouver.
- Professional illustrations for clients including The Edmonton Community Foundation, The Edmonton Construction Association, Metohos Magazine, Lime Design Inc, The Alberta Foundation for Medical Research, and the University of British Columbia.

[www.sandersarioglu.com](http://www.sandersarioglu.com)

## *Intermediate Graphic Designer Twist Marketing, Calgary AB*

*June 2008 – July 2009*

- Working closely with the Creative Director, writers, and brand strategists I developed brand identities for clients including municipalities (e.g. Chestermere, AB), Retirement Rocks, and Roy Northern Land and Environmental among others.
- Developed various collateral pieces for Twist clients in print and digital formats.
- Liaise with printers, attend press checks to ensure proper printing and color.
- Developed professional quality illustrations for use in client projects.
- Liaised with publications for advertisement placement specs and submission requirements

### *Technical Skills*

**Adobe Creative Suite:** Photoshop, Illustrator, InDesign, Lightroom, Bridge, Premiere, Audition and Acrobat

The ability to shoot photography and video, prepare storyboards and professional quality illustrations

**Microsoft Office:** SharePoint, Word, Excel, PowerPoint, Outlook

**Social Media:** Hootsuite, Facebook, Facebook Business, Twitter, Instagram, LinkedIn, Google My Business, Google Analytics, Google AdWords

**Online:** Wordpress, Click Dimensions, Constant Contact, Bitly, light HTML

**Pre-Press:** Pre-flight, edit and prep files for offset press or digital printing

**Writing:** Copy writing, direction, editing and proofing

### *Education*

Bachelor of Design Visual Communications, Alberta College of Art and Design (now Alberta University of the Arts) (2002 – 2005)

Association of Fundraising Professionals Fundamentals of Fundraising (2012) Certificate

Click Dimensions Academy (2017) Certificate

### *Volunteer Experience*

Board of Directors - The Alberta Health and Safety Conference - Marketing sub committee lead (2017-Present)

Board of Directors - The Canadian Hand to Heart Foundation (2013-Present)

Thetis Island Nature Conservancy, brand identity (2016)

Ezio Faraone Memorial Book design (2016)

Canadian Hand to Heart Foundation, Child Safety Seat Manual (2013)

Canadian Hand to Heart Foundation, brand identity (2012)

Digital Alberta, Board of Directors (2010-2012)

Digital Alberta Media Fresh Awards 2009 SAIT New Media program, student practicum lead (2009)

Crestwood Housing Foundation, pro bono design work (2006-2007)

## *References*

Pleased find included in this resume three reference letters as well contact information. Should you wish for additional references I would be pleased to provide them upon request.

### **Kim Laing**

Vice President - Business Development and Public Relations  
St John Ambulance - Alberta Council

kim.laing@sja.ca  
1-403-308-0216

### **Corey Brewis**

Former Creative Director at Twist Marketing

coreybrewis84@gmail.com  
1-403-818-2788

### **Cindy Duffin**

Instructor Mount Royal University  
cindyduffin@hotmail.com  
1-587-435-8294.

### **Denise Williams**

Executive Director, Sylvan Lake, former supervisor  
Chamber of Commerce  
1-587-888-4488

## *Testimonials*

Sander is a highly collaborative and creative individual who worked with me as a key team member of the St. John Ambulance National Marketing Lead Team. He was able to convey concepts with a fresh approach and provide solutions to creative challenges that are inherent in working with cross-functional, virtual teams. Sander was an invaluable member of the marketing leadership team, and I would recommend him to anyone who is looking for dynamic, level-headed, collaborative creative talent.

2018

### **Clara Wicke**

Senior Marketing and Communications Strategist  
Colleague from St John Ambulance National Marketing Committee

Sander and his team at TREAD have just blown my mind with their creativity, talent and enthusiasm. I am absolutely delighted we lucked out and found such a treasure. They have far surpassed our expectations. The team is dedicated, creative, personable, detailed and well led! I honestly do not know how we would have gotten our project off the ground without him driving the initiative and educating us on potential risks and pitfalls which has kept the project on time and on budget. Two thumbs way up for Sander.

2011

### **René (Smid) Thiele**

Project Manager at Xpan Interactive Ltd.