

PROFILE

Impact-driven leader in brand and social media strategy with 10+ years of experience leveraging cultural insights and market dynamics to sculpt brand messaging, enhance audience loyalty, and drive substantial growth. Known for blending creative vision with analytical precision, mentoring emerging talent, and championing sustainable growth and innovation in the digital landscape. Committed to inspiring actionable change and enhancing digital engagement for transformative marketing solutions.

June Findlay

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GLOBAL BRAND STRATEGY & SOCIAL MEDIA MARKETING DIRECTOR | CREATIVE CONTENT STRATEGIST

EXPERIENCE

Creative Strategy Consultant / [Little Kernel Communications](#) / 2020 - present

Develop and execute comprehensive B2B and B2C brand, creative, editorial, and social media strategies for startups and established entities across diverse sectors.

- **Brand Development.** Secured \$2M USD in seed funding by creating a brand book for Spork Health that defined identity and messaging, driving app and service expansion.
- **Social Media Strategy.** Executed high-impact social media strategy for NHLPA-affiliated SmashFest charity event, raising \$100K+ (CAD) and boosting brand visibility.
- **Digital Transformation.** Spearheaded strategic overhaul of SEO/UX, leading to website redesign that significantly improved user experience and conversion metrics.
- **Brand Amplification.** Developed copy assets for spectrum of communications, elevating client company's narrative across executive, investor, and consumer touchpoints.

Marketing Director / [Loliware](#) / 2023

Steered marketing direction with data-driven approach, integrating innovative digital campaigns, influencer collaborations, and market and consumer insights analysis.

- **Funding & Growth.** Secured \$15.4M in Pre-Series A Funding by leading marketing strategies that attracted substantial investment.
- **Digital Innovation & User Conversion.** Led SEO/UX overhaul and executed organic/paid social campaigns, enhancing website design and conversion metrics.
- **Brand Visibility.** Developed key copy assets for broad spectrum of communications, elevating company's narrative across executive, investor, and consumer touchpoints.
- **Strategic Partnerships.** Secured partnerships with external creatives, generating content that solidified its position within environmental community.

Integrated Digital Marketing Strategist / [Sister Merci](#) / 2022

Led initiatives in advertising, marketing, and communications across various industries, employing strategic insights to drive campaign innovations.

- **Cross-Industry Strategy.** Launched impactful campaigns within cannabis, CPG, transportation, healthcare, beverages, and nonprofits.
- **Brand Innovation.** Built and refined brand architectures and spearheaded social media and content strategies, boosting client and agency creative efforts.
- **Influencer Campaigns.** Developed and executed influencer strategies for clients like MadeGood and Fashion Takes Action, enriching brand influence across key markets.
- **Content Strategy.** Orchestrated Collective Arts' campaign strategy, generating 2.5K YouTube views and 1M+ Toronto Life impressions.

Skills

- Collaborative Leadership
- Digital Innovation
- Social Media Strategy
- Digital Marketing
- Brand Management
- Content Strategy & Marketing
- Influencer Marketing
- Team Management
- ROI-Focused Campaigns
- Strategic Planning & Execution
- Creative Production
- Project Management
- Cross-Functional Collaboration
- Cultural & Consumer Insights
- Market Research
- Analytics & Reporting
- Stakeholder Engagement
- Mentoring

Education

MA • Media and Communication Science
Mid Sweden University
(Mittuniversitetet)

BA • International Studies
York University
(Glendon College)

Thought Leadership

Professor • 2023 - present
George Brown University

Podcast Guest • 2022
What She Said

Podcast Guest • 2022
Endless Thread

WINning Women Award • 2021
GTB/WPP

Social Media Expert & Contributor • 2020 - present
Global News Radio

Podcast Guest • 2020
Meaningful Learning with Dr. Samantha Cutrara

Guest Lecturer • 2020
Toronto Metropolitan University

Guest Speaker • 2020
CBC Newsworld

Best Civil Society Thesis Award • 2013
Sektor 3/Famna/Fora
Resulted in publication
“Charitainment: A Matter of Pomp and Circumstance.”

EXPERIENCE CONTD.

Senior Social Media Content Strategist / Dentsu Creative / 2021 - 2022

Orchestrated creative and content strategy for The Daily Pour, encompassing 22 brands from Arterra Wines Canada, blending paid and organic approaches.

- **Campaign Strategy.** Led influencer-driven campaign targeting Gen Z and Millennials, resulting in 145M impressions and 3% increase in social engagement.
- **Team Development & Mentorship.** Led and nurtured team of Community Managers, Junior Strategists, and Content Creators, fostering a collaborative work environment.
- **Training Program.** Developed training curriculum on branding via social media, leading to global adoption and enhancing firm's expertise in emerging legal fields.
- **Process Innovation.** Streamlined content development and management processes, improving efficiency and effectiveness in content execution and reporting.

Brand Conversation Manager / Hudson Rouge / 2018 - 2021

Led Lincoln Motor Company's bilingual social media strategy in Canada, collaborating with global teams to tailor luxury automotive marketing for diverse audiences.

- **Community Engagement.** Cultivated French and English social media presence, enhancing brand loyalty among 500K+ members across 5 networks.
- **Campaign Direction.** Managed end-to-end creative process for social campaigns on \$300K budget, incorporating a mix of cultural, evergreen, and paid social content
- **Innovative Influencer Strategy.** Engineered launch campaign with Refinery29, achieving 7.3M impressions and boosting brand visibility among women 18-35.
- **Cultural Advisory.** Served as a cultural advisor and leader, merging Canadian insights with U.S. strategies to elevate content, community management, and experiential marketing.

Communications & Digital Media Specialist / UNICEF Canada / 2017

Spearheaded multimedia content creation across digital platforms, fostering engagement and support for both international and domestic campaigns.

- **Campaign Impact.** Spearheaded digital strategies for major humanitarian campaigns including #ActionRohingya, instrumental in raising \$12M+ in partnership with the Humanitarian Coalition and Global Affairs Canada.
- **Strategic Advisory.** Provided guidance on social media, content, and influencer strategies, enhancing fundraising strategies and fostering strategic relationships.
- **Public Engagement.** Led digital advocacy efforts for #WorldChildrensDay, #OneYouth, and #SurvivalGifts, significantly elevating campaign visibility and donor engagement.
- **Educational Workshops.** Developed and facilitated Campus Club workshops, empowering student leaders with tools to amplify advocacy efforts.

Community Developer & Social Media Manager/Strategist / YMCA of Greater Toronto

Championed digital marketing innovations and community engagement strategies to enhance online presence across multiple platforms and drive program participation.

- **Social Media Strategy.** Launched #SWSESummerBucketList contest, establishing a vibrant social media community and leading to increased program registration.
- **Digital Transformation.** Authored digital communications blueprint adopted by all major departments, increasing followers, engagement, community building, and registrations.
- **Leadership Advisory & Impact.** Informed leadership of essential tools and processes in digital marketing, enhancing organizational efficiency and revenue capabilities.