

# June Findlay

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A talented and trusted communications leader and strategist with a background in B2C and B2B multi-channel marketing and branding. Experienced in corporate, media, non-profit, ad agency and startup/tech environments. Armed with essential skills such as developing and executing brand strategy, leading cross-functional teams, writing and editing multimedia content, and project management.

## **FOUNDER AND STRATEGY/CONSULTING LEAD, Little Kernel Communications**

2020-present

- Developing brand, creative, editorial and social media strategies for new and growing companies. Example: Developed and wrote Spora Health's brand strategy/brand book and social media strategy ahead of its first seed funding venture in November 2020; total funds raised was \$1.2 million
- Ideation, conception and development of copy-forward creative projects for clients in a variety of fields. Writing types include social media, website/SEO, video captions/SEO, and print
- Providing businesses and organizations with consulting and coaching in organic and paid social media strategy, content marketing strategy, creative strategy, and overall social media audits/diagnosis/solutions
- Providing thought leadership on social media marketing and strategy through public speaking, panel discussions, presentations and workshops; past clients/appearances include George Brown College, Toronto Metropolitan University (FKA Ryerson University), Toronto Public Library, The Good Partnership, CBC Newsworld, Global News Radio, and more

## **MARKETING DIRECTOR, Loliware**

2023

- Developed and executed a long-term marketing strategy for the organization (a biotechnology startup), including customer segmentation, channel strategy, and content development tactics, which to date has generated \$USD15.4 million in pre-Series A investment
- Developed, managed and delivered on all marketing requests including digital communications, marketing collateral & assets, templates, paid and organic content creation, campaign development, event and conference logistics, creative content briefs and development, partnerships development
- Gathered customer, industry and market insights to set key performance indicators, inform outreach strategies, increase customer conversions, and generate more qualified sales leads using performance marketing, data analysis and reporting tactics
- Lead research, development and execution of SEO strategy and copywriting for website redesign project
- Developed company copy assets, including talking points for C-suite executives, industry conference communications, press releases, social media content copy, social media advertisements (LinkedIn), investor decks, sell sheets and more

- Collaborated with and managing a variety of external creative partners (graphic designers, videographers, writers, etc.) to generate creative content promoting the brand, mission, values and products
- Identified, prospected, developed and managed partnerships to facilitate business development opportunities, stakeholder support and engagement and sponsorship opportunities/execution
- Provided thought leadership and cross-training to team members and senior leadership (including C-suite) on best practices for digital marketing, social media content best practices, experiential marketing, influencer marketing, partnerships, copywriting, analytics and reporting, creative content development and management, and more
- Trained and mentored Marketing and Brand team members to develop their skills to fulfill the needs of the marketing department and overall business needs

### **INTEGRATED STRATEGIST, Sister Merci**

2022

- Planned and executed advertising, marketing, influencer, PR and communications initiatives within the cannabis, CPG, transportation, healthcare, beverage and non-profit industries
- Created, edited and delivered content and brand strategy briefs to internal teams for creative development and execution
- Created and developed social media content strategy and campaign tactics for clients and inter-agency teams as needed
- Developed and executed multi-channel influencer campaign strategies for clients including MadeGood, Fashion Takes Action and Skipperi; created and maintained influencer relationships in the lifestyle, travel, family, food and fashion industries
- Created measurement frameworks to establish KPIs for campaign success; analyzed and interpreted campaign results to determine conclusions, key learnings and next steps
- Built brand architecture for new and existing brands using various research methods
- Managed and developed junior strategists in various aspects of strategy practice (research, briefs, analytics, content strategy)

### **SENIOR SOCIAL MEDIA CONTENT STRATEGIST, Dentsu Creative**

2021-2022

- Managed creative strategy development, ideation, paid and organic content planning, curation, creation, budget, and analysis for The Daily Pour, a collection of 22 wine and cider brands from the Arterra Wines Canada portfolio
- Managed and mentored teams of Community Managers, Junior Strategists and Content Creators (4 direct reports) and social-focused team members working on other Dentsu client accounts, in a newsroom-style editorial format
- Reviewed and provided editorial/creative direction and quality control for evergreen, campaign-based and cultural content, all within an editorial calendar format
- Developed processes for content development, asset management, internal agency and client review, content execution and reporting, modifying as necessary
- Created and maintained social media brand guides, ensuring that all content adheres to guidelines; training staff and freelancers as needed
- Researched, created and presented trends/trend reports to client and agency communities in weekly/ad-hoc meetings
- Developing influencer strategies and content for appropriate brands; managed execution of influencer recruitment, vetting, briefing and content management/evaluation for various brand campaigns
- Analyzed, interpreted and reported quantitative and qualitative data from evergreen and campaign content cadences; presenting results and recommendations to clients

- Created and maintained relationships with client-side brand managers, editorial directors, content strategists, community managers and external freelancers (copywriters/art directors)
- Partnered with client, agency creative, strategy and account teams on ideation and brainstorming of high-stakes social campaigns and activations (i.e. Bodacious Wines' [#KeepCrushingIt campaign](#))

## **BRAND CONVERSATION MANAGER, Hudson Rouge**

2018-2021

- Lead social media creative strategy development, paid and organic content creation and curation, influencer marketing and management, copywriting, translation, editing, community management and analysis at The Lincoln Motor Company for luxury-minded Canadian audiences in English and French markets, working with social teams in the United States, Mexico, South Korea, China and the UAE
- Developed and maintained monthly content calendar for Lincoln Canada social channels, writing and editing copy in English and French; monitored bilingual community spanning 5 social networks and over 500k members in Canada
- Advised and consulted on production and post-production of creative campaigns and materials for Twitter, Instagram, Facebook and YouTube with in-house staff and freelancers (producers, photographers, etc.); managed a budget of \$300K+
- Acting Editorial Director for the US-based social media team, training and consulting community managers to create and curate evergreen, cultural and campaign-specific content for US audiences (audience size is over 2 million followers); providing direction on creative assets
- Lead social photography projects, including preparing and presenting creative briefs, onsite/on-set creative consulting and post-production planning and distribution of assets
- Design and execute “always-on” user-generated and influencer content strategy ([#MyLincoln](#), [#LincolnTakeaMoment](#))
- Created strategic plans, conducting research and analysis and on-site supervision and content creation for experiential marketing activations related to the brand, including influencer marketing management (i.e. The Broadview Hotel, PGA of Canada, Refinery29)
- Analyzed, interpreted and reported quantitative and qualitative data from evergreen and campaign content cadences; presenting results and recommendations to clients
- Identified and monitored trends in social media, luxury and automotive industries to inform strategy and content creation processes

## **COMMUNICATIONS SPECIALIST, DIGITAL MEDIA, UNICEF Canada**

2017

- Lead social media and editorial content strategy and execution for the digital promotion of UNICEF Canada's local activities and campaigns and UNICEF Global's initiatives as applicable to Canadian audiences
- Created, developed and curated multimedia content for digital channels (social media, blog/website, newsletters, promotional videos) via editorial calendar planning and execution
- Engaged the general public, private and government stakeholders, and prospective and present donors on international and domestic issues/campaigns, including humanitarian emergencies/crises such as [#ActionRohingya](#), raising over \$12M in collaboration with the Humanitarian Coalition and Global Affairs Canada. Other major campaigns included [#WorldChildrensDay](#), [#OneYouth](#), and [#SurvivalGifts](#)
- Developed and facilitated communications and strategy workshops/materials for UNICEF Campus Club leaders

- Consulted and advised various departments (major donors, community and corporate development, domestic and international policy) on social media, content and influencer strategy to achieve fundraising goals and create/nurture strategic relationships
- Analyzed data obtained through analytics and reporting (Google Analytics, Sprout Social) to identify and interpret strengths and improvements needed to continue progress in content marketing strategy

## **EDUCATION**

- Mid Sweden University (Mittuniversitetet), M.A., Media and Communication Science
- York University (Glendon College), B.A., International Studies, French-English Translation