



BRET KELLY

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BRETK.COM

Creative + Design + Development

Creative digital communications

Skills Highlights

- Website development (planning + executing)
- Blogging: photos, videos, editing and creative writing
- Published magazine columnist/photographer
- Social media co-ordination and content creation
- WordPress, Creative Suite, Final Cut Pro, Office etc
- Corporate advertising + branding identity
- Organization, curation and delegation
- Client marketing proposal pitches
- Event management coordination
- Account oversee + budget monitoring



Work History

Communications, Director, Blogger, (whatever needs doing) etc
Gaydar Inc (US & Canada Trademarks) - Toronto, Canada

2002/Current

- Managing popular gay men's WordPress blog (daily updates, monitoring revenue tools, etc)
- Creative writing & photography, video production (editing & behind scenes roles)
- Performing social media duties updates on popular platforms (audio visual content creation)
- Blog development - concept to live site final builds (client management & affiliate partnerships)
- Monitoring advertising (PPC/PPL) with numerous online affiliate click-through programs

Columnist , Web Developer
Freelance/fab Magazine, Toronto

1998-2001

- Wrote feature and human interest articles on biweekly basis for the LGBTQ community
- Provided photojournalism for several issues over 3 years (models and current events)
- Developed, designed, managed online magazine website (latest issue updates)

Graphic Designer
Web Krew (previously Python Media), Toronto

1997/1998

- Managed small graphic department team, worked closely with off site models and support staff
- Developed entertainment content subscription sites
- Designed graphics for live web cams from Amsterdam studios

Work History - continued

Digital Media Project Manager
Karo Inc - Toronto, Canada

1995/1997

- Development of corporate branding identity for large digital media projects
- Agency of record projects ranged from websites, signage and print package design.
- Digital developer for large corporations including TD Bank, TSX, Sleeman's Beer, P&G plus many more Fortune 500 companies as well as Federal-Provincial governmental agencies

Producer
Integrated Communication & Entertainment (I.C.E.), Toronto

1990/1994

- Project management and live event coordination (elaborate AV stage shows)
- Digital and Video Producer (speaker support, CD ROMs, audio video editing)
- Involved with pre/post television and radio productions (Gemini & Genie award shows)
- Produced large events for companies including SONY, Levi's, Apple, Bell and Hyundai Canada

Cornerstone Achievements

Canada and USA Trademarks
Gaydar

2007 & 2002

Applied Arts Magazine Award
Web Site Design

1999

LGBTQ Community Involvement

Current

Volunteer Commitment

- Fife House: Front desk reception for supportive housing agency
- Completed Workplace Compliance Training and Integrated Accessibility Standards of the AODA

Current Personal Levels

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