

Julian Smit

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Profile

Expert in multimedia production, digital marketing and social media, SEO, with extensive experience as a media producer/director. Or “an organized creative”.

Skills and Expertise:

- Multimedia production (Video, Audio, Web and Mobile)
- Social Marketing
- Information Architecture
- User Interface and User Experience
- Project Management and Coordination
- Internet Best Practices
- Digital Design Principles
- Creative Direction
- Animations and Illustrations
- Technical Team Management
- Sound Design and Studio Engineering
- Bilingual (English and French)
- Quality Assurance



Professional Experience

Founder and Senior Trainer -- [The Marketing Summit Academy](#) March 2019 – Present

- Founded an online education platform dedicated to digital marketing training, by applying the latest e-learning technologies; attracted over two dozen students in its first year of operations
- Developed and produced courses on topics such as E-commerce, Facebook Advertising, Video Production, Social Marketing Planning, Vlogging, and Podcasting

Founder, Director, Senior Producer -- [J.D. Nevins Communications Inc.](#) 2002 – Present

- Founded and managed a 360° Agency-Standard Digital Marketing Services
- Trained junior teams to senior-level performance in digital marketing and multimedia production
- J.D. Nevins has evolved into a virtual agency with broad-ranging services (digital strategy consulting, project management, video production, SEO and social marketing)
- Developed media production capacity including video and audio production and editing
- Developed a content management and automation system for video and podcast creators

Accomplishments:

- Acquired level 4 accreditation from the FB Ads Academy Masterminds
- Produced high-profile websites including sites for Dr. Carolyn Bennett, Minister of Indigenous and Northern Affairs
- Ranked in the “Top 10 Digital Marketing Agencies in Toronto” on *UpCity* (#1 for non-paying member agencies)
- Created a system for video SEO Google ranking within 24 hrs
- *Won a WOI 2019 Award*

Director and Host -- BIYF Marketing 2018 – Present

- Created a YouTube channel and iTunes Podcast, dedicated to providing weekly sales and marketing advice for businesses and marketers; continue to update and produce content
- Gather experts in the field to talk and share information in an honest, entertaining and straightforward manner

Senior Producer and Project Manager -- [BlueRush Digital Media Inc.](#) 2007 – 2017

- Managed the production of multimedia projects (including television) for corporate videos, websites, mobile applications, interactive tools and calculators
- Coordinated production (booking talent, studios and film crews, executing union contracts, etc)
- Wrote scripts and directed video and audio directing and editing; performed as an in-house voice talent and actor

- Fostered strong client relationships, frequently functioning as an account manager (participation in sales meetings, providing work effort estimates, contract drafting and execution, etc)
- Managed close to a million dollars in deliverables; responsible for hundreds of thousands in sales each year
- Managed large and diverse client accounts, including RBC, CIBC, Allstate, Standard Life, Manulife, Investors Group, Novartis, CANNEX, Bell, Brother Printers, Johns Hopkins, Lasik MD, and Canada Post

Accomplishments:

- 11 of the web and mobile projects won IAC Awards (2009-2016)
- Gold Digital Health Award: For the Johns Hopkins, Managing Cancer at Work Website (2015)
- Academy of Interactive and Visual Arts W³ Award: Allstate INDIVIDUEO – Personalized Video and Website (2016).
- In-house performance talent; narrating videos and performing as the lead actor in a CIBC training video

Project Manager / Researcher and Writer -- Ethics Centre.CA (contract) 2001 – 2002

- Worked to develop a business case for CEOs and senior managers to adopt, invest in, and promote corporate ethical practices, including extensive research and analysis of articles, academic papers and management books
- Developed expertise on the subject which led to co-writing and editing the business case with the lead project sponsor; utilized organizational and attention to detail skills resulting in being asked to develop new brochures, marketing kits, letterhead and a new website for the centre at large

Vice President -- NuSkule.com (contract) 2000

- Contributed to the launch and management of a subsidiary online retail bookstore selling University textbooks
- Developed relationships and coordinated activities with University administrators
- Designed, maintained and updated the company website, as well as logo and business cards
- Created company marketing plan; created and distributed company press releases

Accomplishment: Achieved 50% above target sales in the first month of operation

Manager, Marketing & Special Events – Ben & Jerry's Ice Cream, Delicious Alternative Desserts Ltd. 1998 – 2000

- Developed and executed the Canadian Marketing Strategy; developed, coordinated and implemented a special events program to promote the brand per the company's corporate social mission
- Managed the design and production of new packaging (including copywriting). Recruited, hired and managed summer students to facilitate events

Accomplishments:

- Raised thousands of dollars on behalf of charitable organizations
- Acquired free radio exposure at an on-air PR discussion which became "The Ben & Jerry's Flavour of the Month" on TALK640 radio morning show



Additional Achievements

- Founded a music production community (TuneHall.com) where new songs are written, recorded and released online within 24 hours of effort (2005-2012)
- Play guitar and drums, write lyrics, compose and record original music (including a performance on CFRB and a song used as the opening track in a featured film)
- Cited 4 times in "[The Next Sustainability Wave](#)" by Bob Willard (2005), as a result of combined experience with the business case and working for Ben & Jerry's Ice Cream



Education and Training

Bachelor of Science, Psychology -- *University of Toronto*

Collegial Studies Certificate, Applied Digital Techniques for Sound and Music -- *Musi-Technic*

Level 4 (Mastermind), Facebook Advertising, Agency Automation and Business Processes -- *FB Ads Academy*