Benjamin Dickerson
brdy.ca | work@brdy.ca

I am an interdisciplinary creative professional working in service of creating a fairer and more just society and improving the lives of others. My portfolio site is **brdy.ca**, and you can view my CV online at **brdy.ca/cv**

Experience

Digital Marketing Manager (2022 to Current)
Special Olympics Canada

I worked collaboratively with the Marketing & Communications team across departments with internal stakeholders and in partnership with regional chapters, external partners, and constituencies, all working to serve the Special Olympics Canada programs, services, and competitions from coast to coast to coast.

The role is utilitarian, and despite being a digital marketing manager by title, the responsibilities extend beyond the bouquet implied.

My work broadly leveraged my interdisciplinary skillset, from conceptualization to production and distribution across several mediums, including marketing & communication strategies, digital ad budgeting and placement. I was responsible for email marketing, the web site's ongoing development needs and maintenance, information service support, managing digital channels and platforms, project management and coordination, and video and photo pre-production, production, post-production, and distribution.

Sole-Proprietorship (2014+)
BRDy

In my contract, freelance and self-directed work, I’ve had many opportunities to partner and collaborate with many clients, including Humane Canada, The Broadbent Institute, PressProgress, Action Canada for Sexual Health and Rights, PIPSC, Canadian Labour Congress, CARE Canada, Air Transat, Starbucks, Canadian Tire, Tim Horton's, Scotiabank, Canada Dry, Mandarin, the Alberta, Manitoba, Ontario and Federal NDP, and many more.

I've worked in five election campaigns, six conventions, four national galas, one National Winter Games and one Summer World Games. I've worked as a videographer, editor, motion graphics artist, production assistant, writer, story editor, consultant, an Art and Creative Director, and I have managed two marketing teams.

Digital Fundraising & Marketing
Operation Smile Canada (2021)

Marketing Manager
Centre for Indigenous Theatre (2019-21)

Donor & Stewardship Fundraising Communications
Parkinson Canada (2016-18)

Integrated Media Studio Manager
OCAD University (2015-16)

Art / Creative Director
MediaStyle (now Em-Dash)

Communications Officer
Canada's NDP / Parliament of Canada (2010-13)

Editor / Animator
MJM Media (now Evolve)

Professional Video Sales, Support & Training
Carbon Sound & Picture (now Content Aware)

First Assisting Editor, Title Design and Digital Marketing
Sharkwater (2007-08)

Skills

In terms of foundational knowledge, storytelling is the first. I can conceptualize holistically, seeing the connections between historical, present-day, and future narratives, understanding and working within standards, guidelines, and identity, and then applying them all to strategizing and costing a complete scope of work. I have conceptual, visualization, and pre-production experience and have realized campaigns, programs and suites of deliverables, mindful of dependencies, variables, and the lifespan of the work itself. I can then produce and distribute this autonomously or in collaborations and partnerships.

I'm a MacOS user in terms of tools, media, and software. I choose MacOS to do all I can to be comfortable working across multiple mediums and media.

I write and edit Grammarly, then use Word for more editing. I manage my work in Monday.com, and I've also used Asana, Slack, and others.

I shoot photos and videos on Canon DSLRs and edit them in Adobe Creative Suite (Premier, After Effects, Audition, Media Encoder, Lightroom, and Photoshop). I'm also a certified Final Cut Pro user and do my colour grading in BlackMagic Davinci Resolve. I livestream with OBS and Streamyard on YouTube, Facebook and Instagram. Because I used to build, sell and train users in post-production systems and technology, I deeply understand production and post-production workflows and system and data requirements.

I design for print and digital media using Adobe Illustrator, InDesign, and Photoshop. I also create and edit static and interactive PDFs in Adobe Acrobat and presentations in PowerPoint, Google Slides, and Apple Keynote.

I code in Dreamweaver and have managed sites in Drupal, WordPress, Nationbuilder and even Silverlight. I run ads in Meta Ads Manager, Google Ads, Microsoft Advertising, Pinterest, TikTok, LinkedIn and X. I pull data from Meltwater, Google Analytics, Meta Business Suite, TikTok for Business, X and Pinterest. I create single-channel and multipage data dashboards in Google Looker Studio.

I managed email marketing in Click Dimensions and MailChimp and am Certified in Blackbaud Luminate.

I play baseball, love watching movies in theatres and visiting galleries and museums.

Education

OCAD University (2006)
Integrated Media

At OCADU, I studied Fine Art, and majored in Integrated Media. Which is a program that has a studio focus on time-based mediums, like Film, Video, Audio, Installation-based works, Digital, Robotics, Mechanical Scultpure and Performance. I minored in Photogrpahy.