

# DONNY COOZE

DIRECTOR, COMMUNICATIONS & BRAND STRATEGY



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## PROFESSIONAL SUMMARY

Communications and marketing leader with 15+ years of experience in brand strategy, digital marketing, and executive communications. Proven track record in enhancing brand reputation, engaging stakeholders, and driving business growth through innovative, data-driven strategies. Adept at corporate messaging, internal engagement, and business continuity, ensuring alignment between leadership vision and organizational goals. Passionate about leveraging technology, AI, and automation to optimize marketing performance and business operations. A strategic thinker who thrives in collaborative environments, bridging marketing, IT, and business development to drive impactful initiatives.

## PROFESSIONAL EXPERIENCE

### Director, Communications & Brand Strategy (4 Years)

*ARS/Global Emergency Management | 2021 – Present*

- **Brand Strategy & Market Expansion** – Led the rebrand and U.S. market entry of a 65-year-old company, developing a new logo, brand guidelines, and marketing strategies that elevated market presence.
- **Executive & Stakeholder Communications** – Developed CEO messaging, leadership presentations, and government RFP responses, ensuring a strong corporate voice and reputation management.
- **Digital Growth** – Designed and executed a content-driven media strategy that increased engagement and grew followers by 200%, optimizing website performance through SEO, blog content, and targeted campaigns.
- **Team Leadership** – Managed and mentored a team of four in digital media and design, driving projects like a website rebuild, podcast launch, and internal communication initiatives via MS Teams.
- **Event Marketing & Thought Leadership** – Designed and executed trade show exhibits, hosted industry panels, and launched a corporate podcast, positioning the company as a thought leader in emergency management.
- **Cross-Functional Leadership** – Acted as a strategic consultant across Marketing, IT, and Business Development, streamlining processes and enhancing communication workflows.
- **Client Engagement** – Strengthened client relationships through event participation, webinars, presentations, and corporate social responsibility initiatives.
- **Internal Communications & Culture** – Spearheaded corporate culture and employee engagement initiatives, improving retention through MS Teams adoption, team retreats, and employee recognition programs.
- **Digital Innovation & AI Solutions** – Led digital solutions strategy, guiding software selection, IT infrastructure, and business applications. Implemented AI-driven tools for workflow automation, content generation, and operational efficiency, enhancing productivity and scalability.

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## PROFESSIONAL EXPERIENCE

### Communications Director (12 Years)

*Church on the Queensway NGO | 2009 – 2021*

- **Strategic Communications** – Developed and executed communication strategies for live events, digital campaigns, and promotional materials, driving audience engagement and brand visibility.
- **Team Leadership** – Directed a creative and technical team of 10+, overseeing corporate and theatrical events, digital content production, and brand messaging.
- **Digital Solutions & IT Leadership** – Led digital transformation initiatives, advising on software selection, IT infrastructure, and business applications to enhance efficiency and engagement.
- **Executive & Crisis Communication** – Crafted internal and external messaging strategies, ensuring strong leadership communication and crisis response.
- **Content Production** – Produced high-impact marketing assets, including keynote presentations, video content, TV commercials, print media, and social media campaigns.
- **Technical Operations** – Evaluated and managed technical infrastructure, including AV systems, live stream events, and content production workflows to optimize execution and efficiency.
- **Corporate & Theatrical Event Production** – Directed large-scale corporate events, concerts, and theatrical productions, ensuring seamless coordination across creative and technical teams.

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### Freelance Creative Consultant (13 Years)

*Fresh View Media | 2008 – 2021*

- **Branding & Marketing Consultant** – Provided strategic branding, digital marketing, and content development services for clients in insurance, human resources, and corporate sectors.
- **Event & Conference Solutions** – Directed end-to-end event planning, logistics, and execution. Designed and implemented conference workflows, including keynote presentations, digital content strategies, and audience engagement initiatives. Managed speaker coordination, technical production, and branding for high-impact events.
- **Content Production** – Developed video content, presentations, and websites to strengthen client branding and digital presence, ensuring cohesive and impactful messaging.
- **Technical Consulting** – Advised clients on technical infrastructure, redundancy planning, and system optimization. Integrated AI-driven solutions to streamline business operations, automate workflows, and improve resilience and efficiency.

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## SKILLS & EXPERTISE

- Brand Strategy
- Public Speaking
- Client Engagement
- Thought Leadership
- Internal Communications & Employee Engagement
- Digital Marketing & Social Media Growth
- Corporate Communications
- Team Leadership & Cross-Functional Collaboration
- Event & Trade Show Marketing
- Reputation Management

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## INDUSTRY INVOLVEMENT

I play an active role in shaping my company's marketing strategy for major industry events, ensuring brand visibility, audience engagement, and thought leadership. Beyond attendance, I lead the development of trade show activations, sponsorship strategies, and digital content campaigns tailored to each event's unique audience.

### Key Industry Events & Strategic Marketing Leadership

- **WICC Gala** – Corporate sponsorship activation and industry networking.
- **OIBA Annual Conference** – Trade show exhibit design and marketing strategy.
- **Condo Conference** – Event branding, speaking engagement coordination, and promotional content.
- **RIMS Canada Conference** – Multi-channel marketing campaigns and brand positioning.
- **Hockey Helps the Homeless** – Corporate social responsibility initiatives and sponsorship presence.
- **National Hurricane Conference** – Event sponsorship, thought leadership content, and branding.
- **Texas Department of Emergency Conference** – Industry outreach and brand representation.
- **Governor of Florida's Hurricane Conference** – Market positioning and trade show marketing.

### Community Engagement & Corporate Social Responsibility

- **Women In Insurance Cancer Crusade (WICC)** – Supporting fundraising efforts, sponsorship activations, and industry engagement to advance cancer research.
- **Capes for Kids** – Raising awareness and driving participation in support of children with disabilities.
- **Hockey Helps the Homeless** – Coordinating sponsorship initiatives and event marketing to support homelessness prevention programs.
- **Tims Camp Day** – Engaging in local fundraising efforts and corporate partnerships to send underserved youth to camp.
- **Local Youth Shelters** – Supporting youth-focused community programs through fundraising, volunteer efforts, and awareness campaigns.

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## TECHNICAL PROFICIENCY

- Adobe Creative Suite
- After Effects
- Keynote
- SkedSocial
- Illustrator
- Premiere
- Powerpoint
- Canva
- InDesign
- FinalCut Pro
- ProPresenter
- SubSplash
- Photoshop
- Motion
- Office 365
- Avaya

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## EDUCATION

**Tyndale University, Toronto 2001**  
Bachelor of Religious Education (BRE)  
Major: Public Communication, Interaction & Education

**Winston Churchill C.I. 1995**  
Ontario Secondary School Diploma (OSSD)  
Advanced Studies in Media Arts, English, & Computer Science

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## CERTIFICATIONS & TRAINING

- Remotely Piloted Aircraft System (RPAS) – Visual Line-of-Sight (VLOS)
- Firearms License & Hunter Safety Course
- Working at Heights
- Standard First Aid CPR C + AED
- Pleasure Craft Operator License

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## REFERENCES

Professional and personal references are available upon request.