

Giovanna Dabner

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📍 Toronto, ON

Senior Marketing & Creative Lead

📁 Work Experience

- Manager, Creative Design | Humber Polytechnic (IGNITE)** Nov. 2021 – Present
Etobicoke, Ontario
 - Lead creative direction for large-scale campaigns, impact reports, and digital content
 - Oversee branding and storytelling, ensuring consistency across all marketing materials.
 - Direct content production for print, web, social media, including YouTube series.
 - Manage a multi-disciplinary team of designers, videographers, and photographers.
 - Led a brand campaign, which achieving over 15K social media views and increased student engagement.
 - Directed creative for our advocacy campaign, achieving 18K+ video views, 3,950 web page views, 1,066 unique visitors, and 325 student story submissions within the first week of its release.
 - Collaborate with external partners and an agency; initiated and co-led a brand refresh to modernize how IGNITE communicates its mission and values.
- Communications Specialist | Mackenzie Health Foundation** Jul. 2021 – Nov. 2021
Vaughan, Ontario
 - Developed donor-focused marketing materials, including newsletters, event collateral, and campaign features.
 - Wrote and directed the Impact Report, collaborating with the designer to ensure cohesive storytelling and strong visual alignment.
 - Contributed to the \$250M Ultimate Campaign by crafting content that helped drive donor engagement and steward major gifts.
 - Captured and wrote a donor spotlight on Nir Orbach and Illumiti's \$100K employee giving match, highlighting corporate philanthropy and inspiring community contributions.
 - Authored donor profiles and articles for InTouch magazine, featured on the foundation's website and in fundraising communications.
 - Wrote letters for the CEO featured in the Foundation's marketing publications and donor communications.
- Digital Media Specialist | Humber River Hospital** Apr. 2021 – Jul. 2021
North York, Ontario
 - Designed multi-platform assets across print and digital, including signage, social media graphics, digital displays, web visuals, and branded merchandise.
 - Managed and updated the hospital's WordPress website and social media channels, driving engagement and ensuring content accuracy.
 - Directed a documentary-style video series capturing COVID-19's operational and emotional impact on staff and patients.
 - Oversaw interns and collaborated with media outlets to share stories of hospital resilience and community care.
 - Facilitated meetings and interviews with key stakeholders to shape creative projects and campaign messaging.
 - Developed executive presentations, supported community outreach, internal communications, and the hospital's digital Impact Report.
- Communications and Public Relations Assistant | Humber River Hospital** Feb. 2020 – Apr. 2021
North York, Ontario
 - Led photography and design for an out-of-home billboard campaign, which was later adapted into the hospital's employee giving program.
 - Supported the hospital's rebrand by contributing design assets, assisting with rollout communications, and maintaining visual consistency across print and digital materials.
 - Created graphic design, photography, video, and social media content to support branding and healthcare communications.
 - Filmed hospital footage used by CTV News and assisted with on-site coordination during external media visits.
 - Trained and supervised interns, and coordinated the work of a freelance designer on multi-part projects.
- Marketing Communications Assistant | Zaneen** Mar. 2019 – Feb. 2020
North York, Ontario
 - Designed product magazines, social media graphics, and email marketing content to support product launches and promotional campaigns.
 - Captured and edited product photography for digital and print use, ensuring visual consistency across all marketing materials.
 - Directed the design of product sheets in collaboration with a content graphic designer, ensuring brand alignment and high-quality presentation.
 - Designed the open house event website and collaborated with the in-house web developer to oversee implementation and functionality.

📜 Certificates

- Create a Brand Strategy – LinkedIn Learning – Jan. 2025
- Learning Art Direction – LinkedIn Learning – Jul. 2024
- Developing Ideas and Advertising Concepts – LinkedIn Learning – Jun. 2024
- Design Thinking for Innovation – University of Virginia Darden School of Business – Apr. 2024
- Managing Teams – LinkedIn Learning – Apr. 2024

🎓 Education

University of Guelph – Humber
Etobicoke, ON

- Honours Bachelor of Applied Arts in Media Studies (University of Guelph)
- Diploma in Media Communications (Humber College)

Sep. 2014 – Jul. 2018



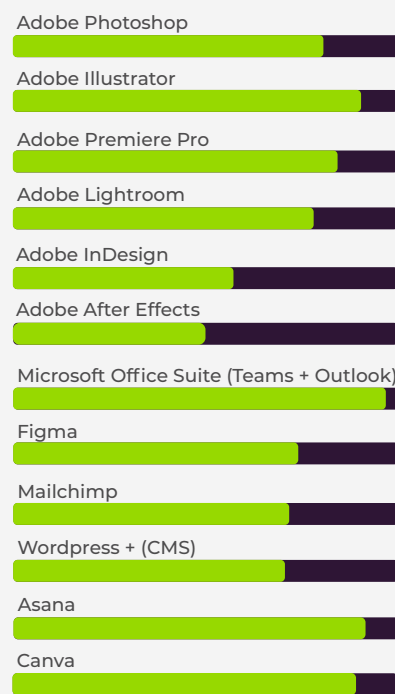
👤 About Me

I'm Giovanna Dabner — a storyteller at heart with a decade of experience shaping ideas into visuals, campaigns, and strategies that connect. My career has bridged public relations, photography, videography, and design, giving me a well-rounded understanding of how strategy and creativity work together to move people. I hold a Media Studies degree from the University of Guelph and a Media Communications diploma from Humber College, and have spent the past four years leading creative direction and brand development. Whether guiding a team or crafting the details myself, I thrive on bringing clarity, emotion, and purpose to every story I tell.

✂ Professional Skills



🛠 Software Proficiency



LinkedIn

Scan to see my full job history.

References Available Upon Request.