

YASMIN SAHNI

EXECUTIVE CREATIVE DIRECTOR



CONTACT

416-888-4153
yasminsaahni@gmail.com
yasminsaahni.com

AWARDS

One Show
Cannes
Clio
Applied Arts
ADCC
Marketing

EDUCATION

Florida International University,
Masters of Science of Journalism,
Mass Communications
2005-2007

Miami Ad School South Beach
Art Direction
2005-2007

York University
B.A Psychology Degree
2002

Branksome Hall
High School for Girls
Graduated: 1997

SUMMARY

A 20+ year career at the intersection of culture, strategy, creative and storytelling, spanning top agencies in Canada, the U.S., and the U.K. Creating work that resonates, lasts, and makes people feel something. Passionately bringing a rare mix of high-level thinking and hands-on creative execution. Forever leading, teaching and mentoring the next wave of creative thinkers.

PROFESSIONAL EXPERIENCE

EXECUTIVE CREATIVE DIRECTOR

Blue Noise Studios | *January 2023 – Present*

Toronto, ON

Blue Noise Studios is a boutique advertising, strategy, and media agency operating with a fully freelance creative model. As Executive Creative Director, I lead multidisciplinary projects from strategy through execution, acting as the central hub across all aspects of the business.

Key Responsibilities:

- **Creative Direction and Leadership:** Directed and reviewed all creative output across projects, ensuring high standards in all campaign work, branding and digital. Rebranded client identities including logos, websites, and reels. Sole presenter of creative to all clients.
- **Project & Resource Management:** Recruited and led freelance teams tailored to each project's needs, and built and managed workback schedules per project timelines.
- **Strategic Planning:** Developed strategic briefs for clients and creatives, built on solid research and sharp insight.
- **Client Relations:** As the main point of contact, I lead honest conversations and strong partnerships with all clients, keeping alignment between creative vision and business goals.
- **Clients Include:**
RBC, HearingLife, Osprey Valley Golf Course, CAAT Pension Plan, Toronto Star Children's Charities

EXECUTIVE CREATIVE DIRECTOR VP

GTB Agency Canada | *2018 – 2021*

Developed smart, market-relevant creative for Ford of Canada, leading a team of 30. Managed all creative, strategic, and production outputs for Ford Brand (Truck, SUV, and Primary Brand), Retail, Shopper, Social (Always-On) and Service. Brought maximum success to our clients, inspired creatives to do great work and was a pillar in all agency decisions.

Responsibilities - Regional and Global:

- Built and managed the Creative Department and Production Department for Canada.
- Coached, mentored, and supported staff and facilitated Creative and Production staff reviews.
- Led the teams to build, present and sell strong creative campaigns and initiatives for Ford of Canada.
- Involved in creative/strategic brief creation and data/analytics reviews to influence future campaigns.
- Executed the most successful retail campaigns to date for Ford (Ford Employee Pricing 2020 Campaign).
- Actively participated on the Global Creative Council
- WPP/ GTB/VMLYR Network.
- Worked closely with Global CCO and CCO of NA on all global initiatives.

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HEAD OF CREATIVE CANADA

VICE Media | 2016 - 2018

Formed and headed up both Vice Media and Vice's in-house ad agency (Virtue) creative departments. The strategic focus was to build culturally relevant creative for various brands. Working with external media and agency partners, we developed and executed creative predominately for social and digital platforms. Led a team of 15.

Responsibilities - Regional and Global:

- Formed and headed up both Creative Departments - Vice Media and Virtue.
- Pitched and won 100% of every client for Virtue - Sephora, Palm Bay, Canon, Kraft, Bank of Montreal, Sony, Design Exchange and many more.
- Worked with the Viceland team to develop strong marketing campaigns for Fido X Viceland.
- Managed and directed all creative for Fido (content AOR).

SENIOR ART DIRECTOR / ACD

Lowe Roche - agency closed | 2014 - 2015

Developed and executed creative campaigns as a Senior Art Director/ACD.

ART DIRECTOR / CREATIVE DIRECTOR

Freelance Senior | 2012 - 2016

Freelance - Rethink Toronto, FCB, UNION, TAXI2, Agency59, DARE, Tribal DDB, DDB Edmonton, Sonic Boom, Ogilvy, Edelman, Boom XM

ADDITIONAL EXPERIENCE

PROFESSOR OF ADVERTISING

George Brown College - School of Design | Jan 2016 - present

- Digital Advertising 2016 | Thesis Advertising 2021 | Brand Strategy:
- Brand Resilience 2021 | Professional Practice 2021
- Design Board Member and Judge at the Thesis Show

JURIES

Marketing Awards - 2024

Gerety Awards - 2024

Atomic Awards - 2021

National Advertising Challenge - 2021