

Art Green

Creative

Professional Summary

Strategic and hands-on Creative Director with 15+ years of cross-functional leadership, brand positioning, creative strategy development, and integrated marketing campaign management for startups and Fortune 100 companies. Brand growth, and management of cross-functional teams across healthcare, sports, and digital media. Expert in brand storytelling, stakeholder management, and executive communication.. Known for delivering high-quality work under tight deadlines, fostering creative excellence, and building brand consistency. Seeking to elevate bold brands through visionary leadership, creative strategy, and Ai.

Professional Experience

Multimedia Specialist / 11/2025 to Current Covenant Foundation - Edmonton, Alberta

- Directed all aspects of creative strategy development and integrated marketing campaign execution, managing cross-functional creative teams to deliver brand storytelling initiatives that increased donor development and funds.
- Creative direction, cinematography, editing, AI video direction and production, 2D and 3D motion graphics, graphic design, photography, storytelling.
- Project management.

Producer and Brand Officer / Mentor, 08/2023 to 11/2025 Royal Alexandra Hospital Foundation - Edmonton, Alberta

- Directed all aspects of creative strategy development and integrated marketing campaign execution, managing cross-functional creative teams to deliver brand storytelling initiatives that increased donor participation by 300%.
- Creative direction, cinematography, editing, AI graphic and audio generation, 2D and 3D motion graphics, graphic design, photography, storyboarding.
- Mentor graphic and motion graphics design teams.
- Spearheaded visual identity, video storytelling, and brand strategy.
- Directed and designed the Foundation's 125th anniversary hardcover book, including brand identity and typography.
- Delivered a 300% increase in participation and donations by re-branding outdated internal campaigns.
- Pioneered the use of AI-assisted design tools for efficiency and creative expansion.

Motion graphics & Creative Director, 02/2016 to 03/2023 Canada Rugby / HSBC Sevens Tournaments - Vancouver, BC

- Led, directed, and produced motion graphics, creative designs, and stadium videos for tournament and sponsors.
- Led and directed 4 four social media videographers and photographers for each day of the multi-year three-day tournament.
- Delivered brand-compliant assets for 20+ international and national sponsors, adhering to both Rugby Canada and sponsor brand standards.

Contact

Address: Edmonton, AB T5X 1T2
Phone: (778) 227-1961
Email: vitalartery@mac.com
Portfolio: www.roadastronaut.com
LinkedIn:
<http://www.linkedin.com/in/iamartgreen>

Skills

Leadership & Strategy:

Cross-functional leadership, Team mentoring & coaching, Stakeholder management, Brand positioning, Creative strategy development, Campaign performance analysis

Creative & Production:

Brand storytelling, Integrated marketing, Motion graphics, Video production, Storyboarding, Photography, Cinematography

Tools & Technology:

Adobe Creative Suite, After Effects, Premiere Pro, Figma, Cinema 4D, AI (Openart, Midjourney, Runway), Asset management systems.

Business & ROI:

Budget management, Vendor relations, Client relationship management, KPI-driven decision-making

Languages

English: Professional
Italian: Conversational

Art Green

Creative

Professional Experience Cont'd

Senior Producer / Creative Director, 08/2006 to 07/2020 **The Vancouver Canucks - Vancouver, BC**

- Managed and produced all fan facing creative for the in-arena experience.
- Launched and directed in-house sponsor creative program.
- Directed creative execution and brand consistency for in-arena and broadcast assets.
- Developed creative concepts, driving innovative marketing campaigns that increased brand visibility and engagement.
- Fostered a positive work environment, promoting open communication and trust among team members, leading to higher levels of job satisfaction and employee retention.

Senior Photographer & Trainer, 2003-2006 **VRX Studios - Vancouver, British Columbia**

- Art Director and Photographer of interior and exterior for international chains.
- Created monetizable stock of popular global destinations
- Developed strong relationships with clients through clear communication and professionalism.

Creative Director, Illustrator, 01/2013 to 01/2016 **MGI Maritime (eLearning) - Vancouver, BC**

- Led the creative department for the only U.S. Coast Guard-approved online maritime training provider.
- Managed video production, illustration, interactive design, and content development.
- Pioneered scalable content workflows and defined creative brand standards.

Education

Bachelor of Arts (BA), Fine Arts **University of Guelph, Guelph, Ontario Canada**

- Graduated with multiple printmaking awards.

Diploma, Marketing **Durham College, Oshawa, Ontario Canada**