

JOE DEOBALD

CREATIVE & MARKETING
PROFESSIONAL

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OVERVIEW

Throughout my career, I've honed a unique blend of empathetic leadership and relentless creativity. My journey has been driven by a singular purpose: to profoundly impact lives and forge opportunities for all. From my working days at a marketing agency that catered to over 100 clients across North America, I've demonstrated my ability to lead and innovate while understanding the process and supporting all stakeholders. I helped companies launch new products, expand their business into new markets, raise capital and even helped them win prestigious awards such as 'Best Company in Canada', 'Best Workplace', 'Fastest Growing Company', and 'Best Employer'.

I pride myself in being totally committed, particularly when championing causes I deeply believe with. Creativity is second nature to me, and I excel in devising solutions that not only meet KPIs but also foster meaningful dialogues and engagements. I love leading creative teams with clarity of vision, recognizing individual strengths and areas for growth, and fostering an environment of collective advancement.

As a hands-on leader, I'm energised by collaboration and am always ready to work shoulder-to-shoulder with my team. I'm on the lookout for a creative leadership role where I can further refine my leadership skills, provide value to the company and amplifying the innate talents of the team I'm privileged to guide.

SKILLS

Technical & Professional

Design Principles, Technical Proficiency, Project Management, Content Creation, Digital Marketing, Data Analysis, Budgeting, Time Management, Execution

Interpersonal & Leadership

Innovation, Empathetic, Communication, Collaboration, Adaptability, Visionary Thinking, Problem-Solving, Decision-Making, Motivational, Conflict Resolution, Cultural Awareness

Experience

Content Director

AlgaeCal Inc. - 2022-2023

I spearheaded the content team, producing top-tier, captivating content that not only aligned with our company's OKRs but also bolstered our brand's reputation and amplified engagement across various channels.

- Researched medical studies to build a content strategy that further developed the brand and market fit that helped grow their customer base to over 100,000
- Identified new channels of opportunity and developed new target segments through market research to contribute to our \$34M growth target
- Collaborated with medical professionals to solidify formulation and align on the research in order to deliver the most accurate data
- Aligned the team on content and creative to deliver content to existing and new channels for new audience segments.
- Implemented new systems that increase productivity and allowed us to GTM sooner
- Created and executed GTM strategies for new products launches with a target revenue of \$6M in 2 quarters
- Delivered concepts, messaging, narratives and campaigns for the brand; including products, people, mission and advertising initiatives.
- Oversaw all written and creative content, ensuring brand messaging is engaging, entertaining and aligned with the core values
- Collaborated with cross-functional teams and lead creative briefing sessions cross-departmentally to clarify business needs and deliver key messages
- Lead the training and development of team members including delivering guidance and clear direction, problem solving and creative output
- Managed relationships with internal and external partners and contributors and drove partnership and new marketing channel initiatives

Creative Marketing Director

Full Frame Marketing Inc. - 2010-2022

Lead the creative marketing solutions for businesses eager to revolutionize their industries, while helping them grow their businesses.

- Created branding and marketing strategies for companies in multiple sectors such as FinTech, SaaS, Travel, B2B, DTC, and more that helped drive growth in revenue and helped establish their brand across multiple channels
- Led a team of 10+, overseeing creative, budget and timelines
- Built and grew B2B partnerships
- Crafted marketing plans to hit client KPIs and directed creative marketing projects and ensured strong ROI
- Maintained brand consistency for clients while helping them establish market fit
- Bridged marketing, creative, and dev teams to realize visions and align on the outcome
- Produced content, branding, UI/UX, product design and experiential marketing
- Delivered results on tight budgets and deadlines

Entrepreneur In Residence/Creative Marketing Director

Left Technologies Inc. - 2011-2019

Worked with various biz units to drive growth and profitability while leading innovation and creative direction.

- Built a marketing strategy and took it to execution for a mesh network built on the blockchain which consisted of building our own tech, implementation into developing countries, worked with governments and stakeholders to take the product to market and executed a campaign to raise \$30M.
- Spearheaded the evolution of internal ventures from ideation to market acceptance
- Pioneered an eco-focused travel brand, forging both B2B and B2C alliances
- Defined brand identity and elevated corporate stature, clinching awards such as 'Best Workplace' and 'Canada's Top 100 Employers'
- Devised marketing blueprints propelling the growth of diverse global travel brands
- Provided insights and leadership on organizational frameworks and methodologies, including OKRs
- Served as the creative catalyst, shaping company culture, brand essence, and workspace ambience

RECOGNITION

BIV top Forty Under 40 - 2020

Business Leader of the Year - Nomination

Small Business of the Year - Nomination

Best Chapter Branding - EO Vancouver

Forbes Agency Council

PAST BOARDS & VOLUNTEERING

Build A Biz Kids

Whipy Technologies Inc.

Leukemia & Lymphoma Society of Canada

EO Toronto

YELL Canada

TEDxWhistler/TEDxVancouver

Founders Network

EO Vancouver

Hour Of Code

BC Prep

FAVORITE BOOKS

Good to Great

Rockefeller Habits

The Happiness Advantage

Trustworthy

Applied Empathy

Start With Why

The 5 Dysfunctions Of A Team

Traction

VALUES

Passion

Driven by an unwavering enthusiasm and dedication in every thing I do.

Inspire

Lead by example, encouraging peers and colleagues to reach their full potential.

Elevate

Constantly seek opportunities for growth and self-improvement.

Create

Embrace innovative thinking and unique problem-solving solutions while cultivate an environment where imaginative ideas flourish.

Unity

Value the strengths and contributions of each team member, fostering a harmonious work environment.

Deliver Results

Prioritize outcomes and tangible achievements to achieve optimal OKR's

Relevant Volunteer Experience

Impact Investor

SPRING - 2023-Present

I wanted to personally help companies that are creating an impact through education, health care and environmental projects. I recently signed up for the Nimbus Synergies Health Impact Investor Challenge where myself along with other angel investors volunteer our time to help founders in these fields. I loved the fact how they are an equal opportunity supporter and have built a platform that allows anyone with a drive and an idea that is building an impact business, to get access to amazing knowledge and resources.

Board Member

Build A Biz Kids - 2020-Present

I sit on a board that helps provide kids with the resources to learn what it takes to be an entrepreneur. I strongly believe that kids, when given equal opportunities to learn will become more successful in life and will make a greater impact on the world.

Franchise Owner

Code Ninjas

I've always had a passion to help give kids every opportunity to learn and to create a successful future for themselves. Being from tech, I know how important it is to understand technology, and how it can help provide valuable hard and soft skills needed to build and nurture a bright future. I wanted to create a space for kids to have access to this type of education and to give them the tools to create their own futures.

Education

Google Generative AI

2023

Being fascinated with AI and the various applications it has to improve and add value I wanted to dive deeper into understanding and applying it to various processes. I enrolled into Googles AI programs and built systems that reflected in an increase in revenue and improving workflow. Understanding how AI thinks and training it to automate systems and processes allows for great time spent on driving growth.

SPARK Creations Essence Leadership Program

2019-2020

I wanted to become a better leader and enrolled into SPARK Creations Leadership program to better understand how to run an amazing team. I learned everything from empathetic leadership (which I wrote an article for Forbes on, conflict resolution and empowering team members. It's proven to be the foundation of my leadership style.

Advanced Marketing Program - Neil Patel

Lifelong Learning Platform

This program literally unlocked all the key elements of marketing and understanding the consumer mindset. I used this as the foundation for onboarding my marketing teams and sets the base for understanding all things relating to marketing.

Marketing and Sales Management - UBC Sauder

2003-2005

Took this course at UBC Sauder as part of my learning more indepth about the business of marketing and sales. Building upon the foundation skills I had allowed me to successful build a marketing agency that has helped hundreds of businesses grow.

New Media Marketing and Content - BCIT

2001-2003

After graduation I found myself highly interested in a creative field. I excelled in all applications of marketing and developed campaigns for BCIT as well as had a teaching opportunity where I would instruct how to use Photoshop and Flash (when it was still a thing)