



 **Chris Seguin**  
Creative Director + Writer

**“All prima...no donna.”**

I’ve been in the industry long enough to know exactly what works and what doesn’t. It’s in my DNA by now.

From humble beginnings as a radio and retail copywriter; through years of self-driven freelance (where you quickly become Jack—and master— of all trades; there’s nothing I haven’t done or can’t do) to senior creative leadership positions at three of Canada’s top ad agencies; I’ve built my career on creativity, collaboration, open-mindedness and respect. And that’s what gets results. I also still love what I do for a living. And that’s what makes it fun.

**My motto:** “The only ‘big idea’ is the right idea”—right for the consumer, right for the brand and right for the client. (And, yes, clients and results are more important than award show judges.)

**My idea of work-heaven-on-earth:** A room with four whiteboard walls, a fistful of dry-erase markers, four or five sideways-thinking colleagues and that rarest of things: a really smart brief.

## Chris Seguin: Creative Director + Writer

[1/3]

chris@chrisseguin.com

647-745-9784

A proven builder of trust, teams, respect—and revenues—who loves to get in there and mix it up with creatives, strategists, suits and most importantly, clients. Tons of experience in all disciplines with an unyielding belief in integrated, media-agnostic and strategy-driven solutions that deliver measurable results.

### Most recently:

**Possessing the experience and deep-in-the-gut instincts to deliver what's right.**

#### MacLaren McCann [2009-2015]

A return engagement to spearhead creative on the agency's 2nd largest account.

#### Vice President, Group Creative Director

- **Typical day:** Leading the RBC Royal Bank account to victory after victory, big and small, through a diligent, deep-down understanding of RBC, their customers and everything they stand for; maintaining that perfect fusion of 'Advice You Can Bank On' (RBC's motto) with 'Truth Well Told' (MacLaren's).

Leading multiple creative teams through myriad integrated campaigns involving digital, print, broadcast and DM, each designed to drive measurable results.

Bonding with clients to understand their business demands and deliver on their needs.

- **Proudest moments:** Invited to return to MRM to help keep agency's 2nd largest account; multiple award wins; millions in additional revenues for the client tracked directly to my teams' work; plus a series of additional product category wins for the agency from RBC's diverse portfolio, **driving revenue growth up on this account for MacLaren by 350%.**
- **Beyond that:** Creative lead on a new business win with Deloitte and in-house consultant-on-call for a number of other accounts—anywhere my accumulated experience and insights could further inform and amp up the work.

### Phase III:

**The Agency Years. Challenges, change and keeping one step ahead—sans cynicism.**

#### Carlson Marketing Canada [2006-2009]

Ratcheting up the creative department in a loyalty marketing company with a spreadsheet focus.

#### Creative Director, Creative Services & Strategy

- **Typical day:** Built and managed a robust creative team (7 art directors and 3 writers) in three locations: Toronto, Mississauga and Montreal; worked hand-in-hand with account management, strategy, interactive SMEs, studio, events, and IT departments to create consumer- and internal-facing marketing communications; identified and pursued "surprise & delight" opportunities to grow Carlson's existing client base as well as potential new accounts.

[cont'd...]

**Carlson Marketing Canada [cont'd]**

- **Proudest moments:** Having creative be the key component in: a new business pitch (and win!) with Royal Sun Alliance (RSA), establishing Carlson as their AOR for all their consumer & broker communications; driving significant growth in existing Scotiabank program activity (and ultimately winning a CMA Silver for their 'I Love My Job' internal employee program); and growing Whirlpool's online business from project-to-project to full digital AOR status.
- **Clients:** RBC Royal Bank (Visa, RBC Rewards); Scotiabank; TD Banknorth; Van City; Royal Sun Alliance (RSA); Whirlpool (Whirlpool, Maytag, Jenn-Air, Kitchen-Aid); Toyota/Lexus; GM; Ford; Olymel; MastersGolf.ca; WestJet; Blackberry

**MacLaren McCann [2002-2006]**

Breaking down the walls between divisions to create integrated creative solutions.

**Vice President, Group Creative Director**

- **Typical day:** Led and mentored a team of 8 art directors and writers; strategically partnered with account management to involve creative from the outset when developing both client and agency growth strategies.

Also forged partnerships with various other divisions within MacLaren (mass advertising, events, promotions, etc.) to produce truly integrated communications involving print, TV, interactive and branding—the total experience; actively involved in the formal merger/integration of MacLaren's interactive and direct marketing departments.

- **Proudest moments:** Creative's critical role in winning one-third of RBC's total DM business and the development of a hugely successful and innovative Sony Store "Pulse" program also comes close, BUT... convincing Rogers Cable to let me work with SCTV's Joe Flaherty on a DRTV spot for Rogers On Demand and then achieving 10X the expected results and winning CMA Silver for it tops both!
- **Clients:** Rogers Communications; Air Miles; Nestlé; McNeil Consumer Health Care; Royal Canadian Mint; The Sony Store; XM Radio; Intel; UPS; the Canadian Marketing Association Awards

**Grey Worldwide Toronto [1998-2001]**

A traditional agency in transition. An incredible training ground.

**Associate Creative Director**

**Senior Copywriter**

- **Typical day:** While my specific role was in Direct Response, integration was expected and holistic ideas were demanded. TV, print, interactive and radio were often in the mix.

Beyond teaming with art directors and the Creative Director on active and ongoing projects, responsibilities also included mentoring and leading junior/intermediate creative teams.

- **Proudest moments:** "Stealing away" Canadian Tire Acceptance Limited from a competing agency and developing the 'Canadian Tire Money On The Card' program; spearheading the win for Enbridge Gas' TV, print, DM and online communications—again, with top-notch creative strategy and execution being credited as a key factor in both instances.

[cont'd...]

**Grey Worldwide Toronto [cont'd]**

- **Clients:** Sprint Canada; Sun Life Financial; Canadian Tire Financial; Spectrum Investments; E-Trade Canada; Enbridge Home Services; Canon Canada; Dairy Queen; Procter & Gamble; Effem Foods (Pedigree); Sunoco; Canadian Scholarship Trust Fund

**Phase II:**

**The Freelance Years. In which versatility becomes my middle name.**

**Chriscellaneous Creative [1991-1998]**

**Freelance Copywriter**

- **Typical day:** Simply put, a near-decade learning—then proving!—there's nothing I can't do: print; radio; TV; corporate video/audio; direct response; multimedia; newsletters; annual reports; anything & everything.
- **Clients:** (short list, in no particular order) The Second City; AT&T Canada; Microsoft; Purolator; The Co-operator; Royal Bank; First Alert; YTV; Choice Hotels; National Trust; Ontario Hydro; ICEX, Hudson's Bay Centre; Air Miles; American Express; Cadillac Fairview Malls; Travel & Leisure Show; Regent Holidays; British Airways; Fairweather; Colgate Palmolive; Cultures; Medic Alert; Tribute Magazine; Mark's Club; Royal LePage; Apple Computers; EverFresh Juice; Haagen Dasz; Oscar Mayer; Pinestone Inn; Seaman's Beverages; Murphy's Oil Soap; Quaker State; Sprint Canada; Wal-Mart Canada

**Phase I:**

**The Formative Years. In which I learn the ropes without strangling myself creatively.**

- **Senior Copywriter - Wardair** Airline ads; destination brochures
- **Senior Copywriter - The Bay** Retail ads; promo material; catalogues
- **Copywriter/Copy Director - Woolco/Woolworths** Retail ads; flyers
- **Copywriter - CJBK Radio, London** All hits, all the time! Radio spots; on-air promos
- **Advertising Honours Grad** St. Clair College, Windsor, ON

**LinkedIn:**

<http://ca.linkedin.com/in/chrisseguin>

**Portfolio Website:**

[www.chrisseguin.com](http://www.chrisseguin.com)