

# Daniel Reiter

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## FreshBooks | Editor-in-Chief: Feb 2018 - Present

**Summary:** Responsible for their work and development, I lead a team of content marketers, copywriters, and freelancers. I take pride in their success and regularly put their growth as part of my own development goals as a people manager. I also focus on harmony and alignment across departments and working groups, creatively and functionally things are always better.

I write when I need to, but in this role, I focus on creativity, story-telling, and content strategy, and how they ladder up to dept and business goals. I leverage the experience of the entrepreneur, combine it with info from our data team to ensure the writers have what they need to execute.

I drive the creative and content direction to new places while keeping on brand, and adjust the strategy as needed. Whether the focus is B2B, B2C, internal or philanthropical, I ensure creative is not only on brand and compelling, but really speaks to the audience.

**Notable Initiatives:** Helped build the Creative Services Team from the ground up, rebranding, internationalization, dozens of product launches, launch of direct mail channel, launch of flash sale and direct buy programs, launch of COVID support HUB, launch of Black Lives Matter always-on campaign.

## Lime Advertising Inc. | Sr. Copywriter: July 2016 - Feb 2018

**Summary:** Keeping tabs on and ensuring the proper development of the Jr writers and social media folks was a big part of this job. Helping them uplevel their work ensured that clients received the best we had to offer. In the absence of a Creative Director, I drove the direction of campaigns and creative and worked with the leaders in the accounts team to tackle larger initiatives and programs. Client work included annual campaigns, rebranding, websites (SEO), email drips, direct mail, radio, programmatic ads, and social media.

**Clients:** Merry Maids, Carlsberg, McVitie's, Carrs, Godiva, Nissan, MedAvail, Thomson, Rogers LLP, Amerispec, ONEnergy, SunWave, Ontario Science Center, Ontario Shared Services, Premier Homecare

**Notable Campaigns:** Merry Maids - The Cleaningtons, Thomson, Rogers - #RoadSafetyRevolution, McVitie's - Stock My Kitchen & Senses of Summer, MedAvail - Side Effects Product Launch, ONEnergy - Protection, Flipz Rebranding

## Walden Design | Sr. Copywriter + SEO: Dec 2011 - July 2016

**Summary:** As the lead writer and SEO on all projects I was responsible for the quality and ranking of all digital copy and content as well as the creative direction of offline client campaigns. Materials included websites, direct mail, digital ads, packaging, trade show materials, and social media.

**Clients:** Newman's Own Dressing, Crystal Head Vodka, The Canadian Professional Sales Association (CPSA), ADR Institute of Canada, Diamond Taxi

**Notable Campaigns:** Crystal Head Vodka - Branding and Dan Aykroyd Promo Tour & Seasonal Promotions, CPSA - Branding & Sales Collateral, Diamond Taxi - Branding & Launch

### Proximity | Copywriter: Nov 2010 - Dec 2011

**Summary:** As a Jr. creative I worked primarily on content for Gillette campaigns. This included all social media, website (SEO), digital ads, and print content. Overall, I supported the campaign leads throughout the duration of the active campaigns.

**Clients:** Gillette

**Notable Campaigns:** Fusion ProGlide, Movember Partnership

### FCB Toronto | Copywriter: Dec 2009 - Dec 2010

**Summary:** As a Jr. creative I worked on campaign concepts and materials across primarily traditional media channels. This included radio, television, direct mail, and outdoor. I was also fortunate enough to work on the agency rebranding efforts - shuttering the FCB Rivet name.

**Clients:** CIBC, World Wildlife Fund, Primus, SC Johnson, The Canadian Marketing Association

**Notable Campaigns:** SC Johnson - Glade Lasts SOOO Much Longer, CIBC - Credit Card Branding & Promo Materials, WWF - Cuddly Sponsorship, Primus - World Cup

### Toronto Marketing Network | Founder/Creative Director: Jan 2015 - Present

**Summary:** Yes, I am an entrepreneur too! I operate my own creative agency providing all the usual creative services from branding and website design to SEO and content creation.

**Clients:** Air Canada, Unisync Group, Novel Care, Owlwise, Technical Adhesives, Tekton Performance Films, CL Performance Coaching, John's Cleaning Services, Danielle Binns Nutrition

#### University of Waterloo

Honours B.A. English Rhetoric & Professional Writing

Honours Option, Speech Communications

#### Humber College

Post Graduate Diploma Advertising Copywriting

#### CXL Institute

Fundamentals of Persuasive Websites

Copywriting & Product Messaging

Applied Neuromarketing