



IRINA ZABELINA

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M.S.  
B.DES.

# EXPERIENCE

## FIELD OF FLOWERS MAR. 2016 - PRESENT

MARCOM MANAGER | FULL-TIME

Lead brand compliance and marketing of Field Of Flowers & its' three subsidiaries: Field Of Flowers Wholesale, Lush Celebrations and The FlowerBar. Leading the implementation & execution of branding & communication guidelines. Directing the revamp of company websites and omni-channel marketing strategies. Create traffic driving executions for print & digital platforms: Google Adwords, Facebook Business Manager, BigCommerce, iContact, SquareSpace, BlackTie Publishing & more. Consolidate social media and generate content while also yielding agreements with PR and influencers. Design email strategies & actualize necessary marketing materials. Conduct critical analysis of marketing tactics & ad impact on sales, engagement, marketing share, customer acquisition & repeat business. Manage relations with media inquirers and networking opportunities. Other responsibilities: POS call-to-action, store signage management, product photography & photo-editing, on-demand materials, vendor sourcing & relationship building.

## HOLLYWOOD BREWING CO. JAN. 2014 - APRIL 2016

BRAND MANAGER, DESIGN | FULL-TIME CONTRACT

Developed branding from concept to polished execution. Art Directed packaging: can & glass labels, screen printing, carrier packs, & mother cases. Was responsible for design and ensuring all label compliances were met legally and functionally. Conducted pre-press for bottle labels, can labels, carrier packs, mother cases and signage while sourcing vendors most suitable for the brand and building relationships.

## CONTRACT ASSOCIATE AUG. 2013 - AUGUST 2016

CONSULTANT, CREATIVE STRATEGY & ART DIRECTION

**A FEW CLIENTS:** Stinghouse Agency, Hollywood Brewing Co., Chris Smith Management, OD1N Media, Toronto Business Casual, Chic Naturel, Livox Corporation, Relentless Techies.

Advertising + Marketing, branding & art direction consultancy & execution, assisted small to large companies in branding, strategy, design, market exposure, communication and capitalization in order to directly impact business objectives by capturing their target marketing, acquiring new segments & ensuring consumer retention.

## CARILLION CANADA INC. DEC. 2012 - JUL. 2013

MARKETING DESIGNER | FULL-TIME

Developed marketing materials for Carillion Canada & their partner: The Bouchier Group. Ensured brand compliance in print materials, trade-show collateral, templates for new business team use, print & digital advertising, video production & in-house communication assets.

## CANAREN INC. APR. 2012 - OCT. 2012

GRAPHIC DESIGNER | FULL-TIME CONTRACT

Created marketing materials & consulted on industry trends. Shot product photography & created the Spring/Summer 2013 underwear line designs for 3F. Designed custom textile patterns & assisted with E-commerce site launch.

## INTERNING SUMMER 2009 & 2010

DEROOTTED CREATIVE AGENCY JUN. 2010 - AUG. 2010 | CREATIVE INTERN  
JOE FRESH & PC HOME MAY 2009 - AUG. 2009 | MEDIA RELATIONS INTERN

# EDUCATION

## MASTER OF SCIENCE IN MASS COMMUNICATIONS

SPECIALIZING IN GLOBAL STRATEGIC COMMUNICATIONS  
FLORIDA INTERNATIONAL UNIVERSITY | MIAMI, FL, USA

## MIAMI AD SCHOOL

ART DIRECTION

## BACHELOR OF DESIGN

SPECIALIZING IN FASHION COMMUNICATIONS  
RYERSON UNIVERSITY | TORONTO, ON, CANADA

## BILINGUAL

ENGLISH & RUSSIAN

# SKILLS THAT AREN'T REALLY EXPECTED ON PAPER BUT SERIOUSLY SHOULD BE

grounded in practicality | strong understanding of budgets, logistics & deadlines | logistics whiz | extensive print proofing experience (glass, aluminum, trucks, plastic) | awesome baker | macaron lover | result-driven | time maximizer | tea connoisseur

JAN. 2014 - JUL. 2015  
JOINT PROGRAM

SEPT. 2007 - APR. 2011