

LEONARDO TAMBURRI

Creative Director

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Hi, I'm Leo

I'm a visual problem-solver and storyteller with over 15 years of experience and a knack for transforming brands. I've led diverse teams that routinely produce awesome work that delivers growth.

What I'm really good at

- Hiring and coaching creative talent
- Creative strategy and brand development
- Project management and process building
- Campaign conceptualization and execution

Mednow (Health Tech)

Creative Director – 1yr (2021-Current)

As the Creative Director at Mednow, I helped relaunch the brand across various channels priming the business to scale and built an in-house team to support the company's growing needs.

Successes:

- Relaunched the brand with a new visual style, cohesive voice and a redefined vision and mission for all levels of the company to rally around
- Led the team through a launch campaign that included TV spots and Out-of-home (billboards + transit ads), all of which were produced in-house and under budget
- Built the creative team from the ground up, including copywriters, designers, illustrators, and a team of freelancers to support all needs of the business

Other. (Agency)

Creative Director – 7mo (2021-2021)

As the Creative Director at Other. I led a talented creative team producing performance digital creative for a wide variety of clients and household brand names.

Successes:

- Mentored a team of talented young creatives, teaching them how to optimize design for performance creative in paid social channels
- Helped to win new business for the agency (adding 2 financial services clients)
- Built a completely new workflow system connecting the accounts and data team to the creative department to find greater efficiencies for the business and lower the burden of project launches for the creative team, allowing them to focus on what they do best

Opencare (Health Tech)

Creative Director – 1yr 10mo (2019-2021)

As the Creative Director at Opencare. I built out an in-house creative team to support a multi-channel growth strategy. Together, we reimagined the company as a wellness brand that better aligns with its target audience.

Successes:

- Built out a design-engine to support hyper-growth on paid social
- Led the team through the launch of a \$1M+ campaign that included TV spots, Out-of-home (billboards + transit ads), and radio spots, all produced in-house and under budget
- Built the creative team from the ground up, including an art director, copywriters, illustrators, and freelance support
- Relaunched the brand with a new visual style, cohesive voice and a redefined mission and brand values for all levels of the company to rally around

Financeit (Fintech)

Creative Director – 2yrs 8mo (2016-2019)

I successfully built an in-house creative team from the ground up and implemented new workflows and a project management system that boosted the company's marketing efforts.

Successes:

- Built the creative team from the ground up (copywriter, designer and a front end web developer)
- Implemented a creative workflow and project management process that drastically increased the marketing department's profitable output
- Revamped the brand, bringing new life to the company website and employer branding
- Helped launch a critical partnership with Home Depot bringing the Financeit brand into stores across the USA and Canada, which drove significant growth in sales for 2019

G Adventures (Travel) (2006-2016)

Creative Manager/Art Director – 4yrs 10mo
Sr. Graphic Designer – 1yr 1mo
Graphic Designer – 2yrs 2mo
Production Designer (contract) – 1yr 9mo

My G Adventures career allowed me to become a thought leader and brand evangelist for a global business. I gained a wealth of experience in brand development and creative execution.

Successes:

- Grew the creative team from a small group of three into an in-house agency of 24 (incl. copywriters, designers, developers and media creators)
- Implemented creative workflows and project management processes that helped keep the global creative team on the same page
- Played an instrumental role in the company rebrand (name and identity change)
- Developed a unique photographic style (Getty Images UK even featured it!)