



# DAVID VINK

## MARKETING COMMUNICATIONS

Marketing communications professional with 12+ years of experience in strategic marketing, branding, events, corporate messaging, graphic design, writing and editing.

### CONTACT INFORMATION

- (403) 909-0929
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- 4935 Vantage Cres. NW  
Calgary, AB T3A 1X6
- www.foxcamp.ca

- LinkedIn:  
davidgarrettvink
- Twitter:  
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@davidgarrettvink

## PROFESSIONAL EXPERIENCE

2011 ● Marketing and Corporate Events Specialist  
Olympic Oval, Faculty of Kinesiology | University of Calgary  
Calgary, AB (2011 - Present)



- Develop creative and differentiated marketing and communications strategies and plans utilizing activations & promotions, advertising, social media, web content, Marketo, newsletters, local partnerships, public relations, sales, events, on-the-street engagements, and brand awareness
- Organize, market and execute sporting, public skating and corporate revenue-generating admissions and events
- Write and manage ad, social media, press and communications copy
- Measure, analyze and report on the performance of communications initiatives and recommendations for improvements based on insights, best business practices, and business objectives
- Create, design, film, and construct graphics and video content for branding, advertising, communications, and marketing initiatives
- Engage, develop and foster sponsorship agreements as revenue-generation
- Collaborate with Faculty of Kinesiology marketing teams for cross-promotional campaigns, events, and sales initiatives (i.e., Active Living, Outdoor Centre, High-Performance Lab, and UCalgary Dinos)
- Work to ensure alignment of marketing with the Faculty of Kinesiology and the University of Calgary brand
- Negotiate external contracts/agreements and lead project management for marketing projects with vendors, partners, and event clients
- Manage allocated budgets for events, advertising, print, apparel, merchandise, and promotions

2018 ● Graphic Designer, Brand Strategist  
FoxCamp Design  
Calgary, AB (2018 - Present)



- Owner and graphic designer
- Design logos, marketing materials, brand guidelines and marketing campaigns
- Manage and design social media campaigns
- Clients include; Tim Horton's, Samsonite, University of Regina, Altalink, CP, Judo Canada, Bank of America, Sport Brand, ATRA, LNG Canada and Hasbro

2007 ● Conference Marketing Communications Team Leader  
Bank of America Securities Japan バンクオブアメリカメリルリンチ  
Tokyo, Japan (2007 - 2011)



- Designed and created marketing strategies and promotional marketing materials to support teleconferencing initiatives for Asia Pacific Bank of America
- Executed multi-national video conferencing events using Cisco Telepresence systems
- Created infrastructure templates for regional teleconferencing locations
- Managed investment partner and town hall events




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## PROFESSIONAL SKILLS

Marketing	●●●●●●●●	Photoshop	●●●●●●●●
Communications	●●●●●●●●	inDesign	●●●●●●●●
Writing/Editing	●●●●●●●●	Illustrator	●●●●●●●●
Microsoft Office	●●●●●●●●	Premiere	●●●●●●●●
Smartsheet	●●●●●●●●	Drupal 8	●●●●●●●●
Research/Data	●●●●●●●●	Film/Photography	●●●●●●●●
Japanese	●●●●●●●●	Event Planning	●●●●●●●●

## LATEST EDUCATION

Certification, Continuing Education  
Certificate in Marketing (2020), Certificate in Graphic Design (2018)  
University of Calgary 2011–2020

Diploma  
Graphic Design, Web Design  
First Interactive Computer College  
1999–2000

Bachelor of Applied Science B.A.Sc  
Environmental Health  
Ryerson University 1994–1998

## VOLUNTEERING AND COMMUNITY ENGAGEMENT

- Equity, Diversity, and Inclusion Committee — UCalgary, Faculty of Kinesiology
- HIV Community Link Calgary (volunteer graphic design)
- Bahá'í Community of Calgary (volunteer graphic design)
- Startup Calgary (volunteer graphic design)
- Regional Speed Skating Development (volunteer graphic design)

## REFERENCES

Lisa Robertson  
Director of Sport, Community Engagement & Athlete Development  
The University of Regina  
lisa.robertson@uregina.ca  
(306) 529-5626

Yves Hamelin  
Vice-President, Performance Services,  
The Institut national du sport du Québec (INS Québec)  
yhamelin@insquebec.org  
(514) 245-0648

Marcel Lacroix  
Associate Director High Performance Sport (Retired)  
The Olympic Oval at The University of Calgary  
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## INTERESTS

