

# KINGA STURGESS

## CONTACT



**KINGASTURGESS@GMAIL.COM**



**416-875-4452**



**KINGASTURGESS.COM**



**KINGA STURGESS**

Specializing in digital marketing, omni-channel content creation, and brand identity development, I bring a strategic approach to creative design that drives brand growth and engagement.

Known for my strong work ethic and leadership skills, I thrive in collaborative environments, consistently delivering high-quality results under tight deadlines. With expertise in multi-tasking, project management, and leading cross-functional teams, I am committed to building strong, cohesive brands while fostering a positive, results-driven work culture.

## SKILLS

### TECHNICAL

Illustrator  
Photoshop  
InDesign  
Microsoft Office  
SharePoint  
Salesforce Marketing Cloud  
Salesforce Commerce Cloud  
Google Docs  
Social Platforms  
Wrike

### PERSONAL

Creative  
Innovative  
Organized  
Multi-Tasker  
Leader  
Team Player  
Optimistic  
Adaptable  
Accountable  
Critical Thinker  
Bilingual

## EXPERIENCE

2023  
-  
TODAY

### CLEO BRAND & CREATIVE CONTENT MANAGER

#### *Parian Logistics*

Define and maintain the creative vision for the Cleo brand. Conceptualize and present strategic omnichannel campaigns that align with business priorities and support the attainment of sales and profit goals.

Oversee all brand content creation and execution of seasonal campaigns via email marketing, social, web, digital ads and store graphics.

Coordinate, facilitate and art direct campaign and ecommerce photoshoots.

Partner cross-functionally with Digital Marketing, Ecommerce, Buying, Visual Merchandising and Store Operations teams to ensure marketing strategies represent the Cleo brand and support sales and profit goals.

Partner with the Paid Marketing Team to create creative strategies and multi-story campaigns.

Manage and inspire a high-performing team.  
Active team member within cross divisional initiatives.

Work with external vendors such as: Photographers, Videographers, Editors, Retouchers, Stylists, Models and Printers.

Forecast and manage creative marketing budget.

2019  
-  
2023

### SENIOR GRAPHIC DESIGNER

#### *Cleo Fashions Inc*

Lead the digital team through all marketing campaigns while maintained brand aesthetic. Provided ongoing mentoring and design feedback. Managed workflow and project deadlines.

Responsible for email management including concept development, content and design creation, personalization, testing and scheduling. Provided weekly insights and learnings.

Supported design and strategy direction for website, as well as, provided technical support when needed. Provided additional support and leadership to instore graphics team.

Conceptualized and generated unified seasonal marketing campaigns for all channels. Lead and coordinated all seasonal in-house photoshoots.

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## ACHIEVEMENTS

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### CLEO CARES COMMITTEE

Growing and implementing charitable initiatives throughout the organization through nationwide campaigns. Building employee engagement from home office to store level. Partnering with non-profit organizations like: Tree Canada, CAMH, Breast Cancer Canada, Pflag Canada, Canadian Women's Foundation, Food Banks Canada and Ikwe Widdjiitwin Inc.

### #CLEOEVERYDAYREADY

Nominated for best use of social media in search campaign 2021 Canadian Search Awards.

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## EDUCATION

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2010 • **ADVERTISING COPYWRITING**  
*Humber College*

2009 • **GRAPHIC DESIGN**  
*George Brown College*  
Graduated with honours specializing in Advertising Design

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## EXPERIENCE

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2014 • **GRAPHIC DESIGNER**  
*Cleo Fashions Inc*

Responsible for email management including concept development, content and design creation, campaign setup, testing and scheduling for both desktop and mobile.

Conceptualized and generated seasonal marketing campaigns for instore, web, email and social.

Conceptualized and coordinated photoshoots to coincide with seasonal marketing campaigns. Coordinated with external vendors to achieve desired outcomes.

2012 - 2014 • **JUNIOR GRAPHIC DESIGNER**  
*Cleo Fashions Inc*

Designed email marketing materials and provided analytics for all campaigns. Launched all corporate social media channels. Created content as well as managed all platforms.

Designed signage for stores and coordinated all in-house printing. Worked with external vendors for producing larger graphics.

2011 • **JUNIOR COPYWRITER INTERN**  
*BIMM Direct & Digital*

Supported with creative content for clients such as: Telus, Audi, Shopper's Drug Mart & Moorelands

LET'S CONNECT