

SAMINA DAGGER

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Associate Creative Director and award-winning senior copywriter, I have helped some of the best agencies and clients in Canada build strong, memorable brands.

A firm believer in the power of knowledge, I research tirelessly, digging deep for creative insights, and nurturing ideas that are high-impact, memorable and always strategic.

Experienced in a variety of channels including traditional advertising, digital and social.

As an Associate Creative Director, I foster close relationships with my team, inspiring team members to deliver work that is smart, strategic, and impactful:

Working closely with the ECD, helping to build IGMs internal ad agency. For the **Mackenzie Investments** brand, we pitched and successfully 'won' work away from a rooster of well-known external ad agencies - working on 90% of Mackenzie's media campaigns.

Working with the in-house team, created brand guidelines for both **Mackenzie Investments** and **IG Wealth Management**, helping to define the voice, tone, positioning (taglines), and visual look of both brands.

Hiring, onboarding and mentoring of staff including copywriters and art directors. Daily reviews of work created by team-members. Also, created a 'go-to' list of the industry's top freelancers.

Actively involved in all client presentations, strategy meetings and briefings.

Forged close partnerships with external media agency OMD, as well as other external agency partners.

Creative work for both brands includes national TV, print, digital and social.

IGM Internal Ad Agency **2019-present**
Associate Creative Director/Senior Copywriter
Clients: Mackenzie Investments, IG Wealth Management

- Working closely with the ECD to build IGMs internal ad agency, delivering best in class creative and winning business.

Samina Dagger Inc **2013-2019**
Senior Copywriter
Clients: JWT, Bensimon Byrne, Cossette, Publicis, Leo Burnett, Critical Mass, Havas Worldwide, Collective IQ, Twist Image, We are Tonic, Momentum, Ramp, BMO, TD Bank, CBC.

Organic **2010-2013**
Senior Copywriter
Clients: Chrysler, Jeep, Dodge, Bank of America

- Created an award-winning interactive campaign that delivered the experience of driving a Jeep Wrangler over rugged terrain. Received coverage in major digital magazines, and increased click-through-ratios, and dealership visits by 50%.

Publicis Groupe **2008-2010**
Senior Copywriter
Clients: Purina, Grand & Toy, Heart and Stroke Foundation

- Traditional and online advertising for agency clients including Ride for Heart (Heart and Stroke Foundation).

Grey Worldwide **2006-2008**
Intermediate Copywriter
Clients: BlackBerry, Ministry of Health, Pedigree, E*TRADE, Tourism PEI

- Created an interactive web and OLV campaign for the Ministry of Health that was crowned an agency 'showpiece' and received coverage on major television networks.

Ambrose Carr Linton Carroll **2004-2006**
Junior Copywriter
Clients: Harvey's, Swiss Chalet, Honda

- Launched six Harvey's ad campaigns that increased consumer trial by 40%.

Education

University of Toronto: B.A. English Literature, Drama and Psychology

University of Toronto: Certificate in Creative Writing

Humber College: Media Copywriting Diploma