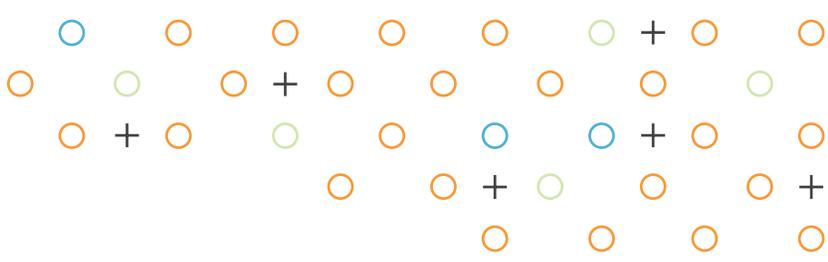


petrynA+
ADVERTISING

MEET OUR **A+ TEAM**



Pamela Therrien
CEO
Experience: 20 years

Pamela joined Petryna Advertising in February 2019. As the CEO, she manages client relations, business development and the team at Petryna Advertising. She is laser focused on delivering measurable results for our clients and brings over 20 years of professional experience in marketing, advertising, not for profit, charitable and private sector business.

Experience: 20 years

May 2015– February 2019
Vice President, Greater Sudbury Chamber of Commerce

As the VP, Pam played a significant role in engaging and celebrating community champions and the work they do to create positive outcomes and community prosperity. She assisted in identifying new revenue-generating opportunities and member benefits, supervising and leading the Chamber’s events and administrative teams, as well as providing assistance/support to the President & CEO. Pam was responsible for creative thinking, planning, managing, organizing, budgeting, delegating, advocacy, analyzing and evaluating to ensure the chamber’s strategic and operational objectives are achieved.

May 2013-April 2015
Marketing Specialist, Science North, Sudbury, ON

- Responsible for overall communication strategies at both Science North and Dynamic Earth, which included creative strategy, development and execution of major exhibitions and key attendance periods (March Break).
- Supervised research activity at both sites.
- Direct supervisor for internal designers and both creative agencies.
- Member of the Steering Committee for Sudbury Tourism and the Co-Chair for the Group Tour sub-committee.

May 2009-Dec 2009
Development Officer - Northern Ontario, SickKids Foundation, Sudbury, ON (contract position)

- Worked directly with corporate partners before, during, and after campaigns to help maximize charitable giving.

August 2007- Jan 2008
Advertising Account Supervisor, Grey Worldwide, Toronto, ON

- Before moving home to Greater Sudbury, Pam was responsible for day-to-day operations for the two largest clients at the agency, GlaxoSmithKline and Dairy Queen. This often-required long hours and weekend work.

GlaxoSmithKline (Aquafresh, Sensodyne, Polident, Poligrip):

- Managed marketing communications (TV, radio, print, in-store) to ensure that all projects were delivered on time and within budget.

Dairy Queen:

- Responsible for radio strategy and execution for all of North America in a complex franchisee environment. This required a great deal of facilitation between franchisees, head office, production, creative department and suppliers.

July 2004 – July 2007
Advertising Account Supervisor Leo Burnett, Toronto, ON

Zellers:

- Managed all television and radio. Worked closely with other agency partners that were responsible for flyer, web and in-store advertising.

- Developed extensive competitive reviews and presented to the HBC Board of Directors on a quarterly basis. This included summarizing competitors' strengths and weaknesses, defining potential threats to Zellers, and opportunities that existed for future projects.

Smucker's:

- Member of a team that developed a campaign that was executed nationally in magazines for 2007/2008.

**Advertising Account Executive,
Leo Burnett, Toronto, ON**

Procter & Gamble (Bounce Dryer Sheets):

- Worked closely with both the Cincinnati and Toronto office on marketing communication strategies.

April 2002-July 2004

**Advertising Account Executive & Intern, BBDO,
Toronto, ON**

Pizza Hut, Sears:

- Worked under extreme pressure and within tight timelines for two fast-paced, demanding retail accounts.
- Worked with creative teams, production, finance, and traffic departments to ensure that timelines were met, and budgets were maintained.

Education

2001-2002

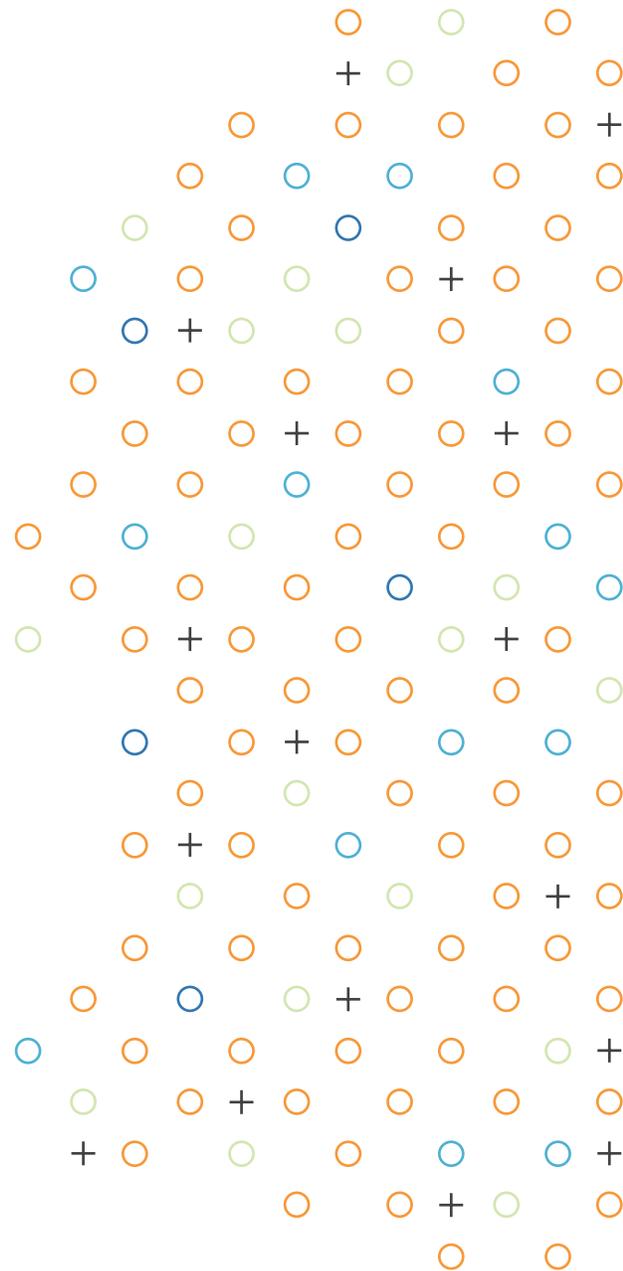
Sheridan College, Oakville, ON

- Post Graduate Marketing Management

1996-2000

Laurentian University, Sudbury, ON

- Honours, Bachelor of Commerce





Doug Reynolds
Senior Strategist
Experience: 34 years

Doug worked at Petryna Advertising as a Senior Communications Strategist for 17 years before leaving in 2002 to head a provincial tourism industry association. From 2002 to 2013 he was CEO of Nature and Outdoor Tourism Ontario before returning to Petryna Advertising in 2013.

Branding experience

Developed new brands for a range of companies and organizations:

- Cree School Board - Sabtuan – Cree Adult Education;
- Re-branded NOTO from Northern Ontario Tourist Outfitters to Nature and Outdoor Tourism Ontario;
- Worked on the branding of the Sault Ste. Marie Renewable Energy Hub; and
- Sudbury Transit – GOVA, GOVA+, GOVA Zone – rebranding of the suite of Sudbury Transit services.

Campaign development:

As a senior strategist Doug has worked on:

- M.I.C. Restaurant – Noah – After the Flood – Radio and Outdoor Advertising Campaign;
- Science North – Jungle Cat World – Outdoor Media and social media campaign;
- Science North – Ice Age – Radio, Outdoor Media, large scale shopping mall displays; and
- Elliot Lake Retirement Living – Your Retirement Lifestyle – national TV campaign.

Analytics and monitoring:

Regularly uses the available analytic and monitoring tools, from traditional circulation and monitoring tools like BBM to current web and social media measurements.

Research:

- Graduate level education in research methodologies and statistics; and
- Regularly monitor social science and education research relevant to marketing and advertising.

Media planning:

Developed media plans for a range of clients in a variety of media including:

- Elliot Lake Retirement Living – national and regional television;
- Elastovalve Rubber Products – international trade publications; and
- Nature and Outdoor Tourism Ontario – national and international publications.

Education:

- BA in English and Psychology, M.Ed. In Instructional Technology; and
- Post Masters courses in research methodologies and statistics.

Certifications and Board Experience:

Government Advisory Boards:

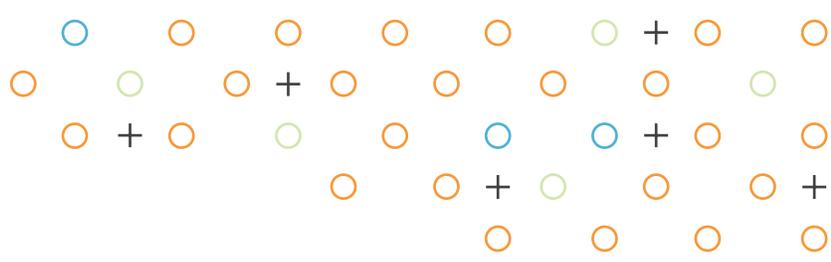
- Ontario Minister’s Far North Advisory Council;
- Ontario Minister’s Mining Act Advisory Committee;
- Co-chair, Ontario Resource Based Tourism Working Group;
- Ontario Trails Coordinating Committee;
- MNR Northeast Regional Advisory Committee;
- Steering Committee, Crown Land Use Atlas Harmonization Project; and
- Transport Canada Recreational Boating Advisory Council.

Volunteer boards

- Board Member, The Labour Market Group;
- Chair, Markstay-Warren Community Development Corporation;
- Board Member, Northern Ontario Regional Tourism Organization; and
- President, Autism Ontario.



Lori Beaudry
Senior Art Director
Experience: 23 years



As Senior Art Director for over 10 years, Lori oversees all design and advertising creative at Petryna Advertising. With a career spanning two decades, Lori's projects have included environmental, government, post-secondary education, national retail, and not-for-profit accounts, in both official languages.

Branding experience:

Lead Designer on numerous rebranding projects:

- GOVA – rebranding of Greater Sudbury Transit and services (GOVA, GOVA Zone, GOVA Plus) to highlight key infrastructure changes;
- MineConnect – rebranding of SAMSSA;
- Timmins Economic Development Corporation – Immigration Northern Ontario logo development;
- Greater Sudbury Chamber of Commerce – Biznes Magazine;
- TVO Television that matters – rebranding; and
- Independent Learning Centre – brand repositioning.

Campaign development:

Lead Art Director on various campaigns which included design, copywriting and French adaptation:

- Science North International Sales – Exhibitions: Wild Weather, Imagine, Science of Ripley's Believe It or Not and Science of Guinness World Records;
- Canadian Association of Science Centres – Passport for Federal Government lobbying;
- Greater Sudbury Chamber of Commerce – Strategic Plan; 2020 Vision;
- Timmins Economic Development Corporation – Immigration Northern Ontario, Work. Live. Belong;
- Timmins Economic Development Corporation – InVest Northern Ontario;
- Contact inter cultural francophone de Sudbury (CIFS) – S'épanouir dans le Nord;

- Contact inter cultural francophone de Sudbury (CIFS) – Vers un avenir meilleur;
- Conservation Sudbury – Fast Flowing Water contest and curriculum package in English, French and Ojibway;
- Hydro One – Conservation programs;
- KLDC Ontario Utilities – Every Kilowatt Counts;
- Tillsonburg Hydro – Summer Sweepstakes / Refrigerator Round Up; and
- Sudbury Hydro – Peak Saver Winter / Peak Saver Renovation Contest.

Account Executive on national accounts including

- Adidas;
- A&W Canada; and
- Bermuda Telephone Company.

Branding Guidelines (most recent):

- Greater Sudbury Transit - GOVA, GOVA Plus and GOVA Zone.
- IONIC Mechatronics;
- MineConnect;
- Stonley Dental Studio; and
- Equipment North.

Website design:

Lead Art Director on various new website developments and redesigns including:

- Manitoulin Hotel and Conference Centre;
- Aboriginal Tourism Ontario;
- Immigration Northern Ontario;
- Sudbury Manitoulin Children's Foundation;
- Science North – multiple exhibit launches;
- Stonley Dental Studio;
- Keenan Dental; and
- M.I.C. Canadian Eatery and Whisky Pub;



Media planning:

Media Estimator/Buyer for various retail accounts including Subway Sandwiches and Salads North Eastern Franchise Division and Bayshore Shopping Centre.

Education:

- BA in Psychology and Visual Arts (University of Ottawa) Studies included Social Sciences, Communications, Media and Fine Arts; and
- Honours in Advertising (La Cité) Studies included Advertising, Graphic Design and Public Relations.

Certifications

- Additional studies include Print Production (CPPP), web design (Humber College) and photography.



Blair Cox
Web Developer
Experience: 20+ years

Blair has mixed design and technology for the better part of 20 years professionally, wearing many hats and working on innovative projects. Problem-solving, efficiency and delivering elegant solutions are his top traits.

Blair holds diplomas in both Graphic Design and Computer Programming from Confederation College in Thunder Bay, allowing him to understand two languages in a sense. When not deep into the inner workings of websites, blocking cybersecurity threats or supporting hosting clients, Blair can be found kayak fishing and working with the community fundraising initiative he created, called FishKids.

Branding experience:

- Developed the online version of the annual Infant Food Bank, 'All We Need for Christmas' campaign.
- Has assisted with projects for Di Gusto, Silver Valley Properties, Commercial Bioenergy, Stonley Dental Studio, Metex Custom Fabrication and Adoro Olive Oils & Vinegars.

Campaign development:

Assisted with developing visuals for the following campaigns:

- Donation campaign development for the Conservation Council of New Brunswick.
- Role-out of the PhotonMaster Luminometer laboratory device, in which Blair was the lead designer and developer.

Analytics and monitoring:

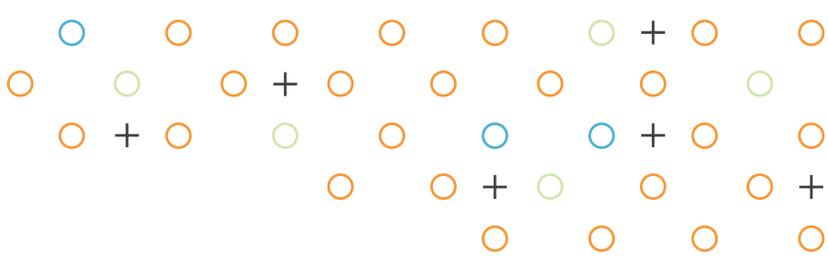
- Extensive experience with implementation of data collection methods for web servers and websites.
- Google Analytics implementation.
- Security implementation and monitoring.

Website Development:

- Blair has as developed websites using various methods and platforms since 2006.
- Blair has focused on developing websites for small to medium sized organizations for the past several years.

Education:

- Diploma in Computer Programming, Confederation College
- Diploma in Graphic Design and Visual Arts, New Brunswick College of Craft and Design



Paul Los
Cinematographer/Filmmaker
PWL Films

With a strong foundation in filmmaking and a serious passion for storytelling, Paul has traveled the globe in search of unique and compelling imagery. His innate passion for film led him to study Broadcasting – Television and Video Production at Canadore College.

Paul began his career in Florida collaborating with Ray Roman Films; one of the world’s leading event & wedding cinematographers. It was there he discovered the persuasive advantages and techniques of DSLR filmmaking.

Upon returning to Canada, Paul was offered a position with Emmy Award winning production company Stillmotion. There, he was consistently encouraged to be a stronger storyteller – adding philosophy and grace into each piece. During his time with Stillmotion, Paul had the opportunity to collaborate with illustrious clients such as The NFL Network, Apple, CBS Sports, Showtime, Canon and AT&T. The culmination of his experience with the Stillmotion team was being one of the camera operators for the feature length docu-drama “A Game of Honor”. This film would go on to be nominated for 5 Emmy Awards and recipient of 3, which included “Outstanding Sports Docu-mentary”.

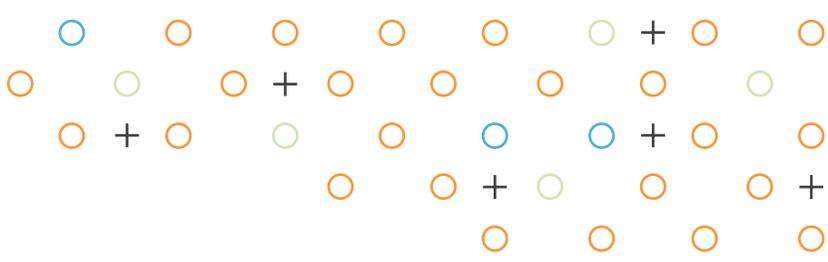


Nora Burns
Creative Director
PWL Films

Nora has always been intrigued by the surroundings and stories of everyday life, which led her to study Broadcast Television/ Videography at Humber College.

She began her career collaborating with the creative studio Brought to You By located in Toronto. There, Nora was given the opportunity to build her storytelling abilities and develop a fundamental understanding of how design is juxtaposed with filmmaking. During her time with Brought to You By, she was able to collaborate on projects featuring Etsy Canada, MTV, Canadian Tire, Monocle Magazine and Arts & Crafts.

Recently Nora has been working within the Northern Ontario Film and Television industry as a Production Coordinator on feature films & television series including CTV’s Cardinal & Trickster, V-Wars, Indian Horse & Goalie.



Recent PWL Film Credits

Raising the Roof in partnership with Community Builders North

Raising the Roof is a non for profit organization that aims to prevent homelessness across Canada. Raising the Roof recently purchased five homes in the Greater Sudbury area and has contracted Community Builders North to renovate and convert each home into two apartment units.

- x5 social media spots (30-60 seconds)
- x1 mini-documentary (2-3minutes)

Gwekwaadziwin Miikan

Gwekwaadziwin Miikan is a land-based healing center for young adults struggling with mental health & addictions. Located on Manitoulin Island, Gwekwaadziwin Miikan is available to Indigenous & Non-Indigenous clientele with programs running for the majority of the year.

- x12 social media spots (30-60 seconds)
- x3 mini-documentaries (3-5 minutes) health practitioner video, winter program, recruitment video)

'The Dogs' Feature Film - Behind the Scenes

Filming and conducting interviews with the top cast, as well as filming supporting footage from set.

'Bloody Hell' Feature Film - Behind the Scenes

Filming interviews with the top cast & Director, as well as filming supporting footage from set.

'Pur Sang Vodka with Geroge St. Pierre' - Behind the Scenes

Filming cast & crew during a commercial shoot for Pur Sang Vodka.

- x1 edit

For PWL Films Experience, please see here ([Our Production Partner](#))