

I TRACY SULLIVAN I

Tracy has over 10 years of advertising and branding experience, with substantial exposure to a wide variety of disciplines, including brand strategy, identity development. An artist and a businesswoman, she brings strategic thinking and strong analytical skills to every project.

As a creative, Tracy collaborates with management, designers, copy writers, programmers and producers. Should the project need outside suppliers of any sort, she has excellent relationships with some of the best.

With the strategic phase of every project Tracy ensures that a clear, single-minded and consumer-relevant message will be the net takeaway. Highly organized, she manages project flow and ensures that jobs are not just on strategy but on time.

Tracy believes in deep exploration. Many ideas will die before creative is presented. Why? Because she wants to make sure the best work makes it into the boardroom. Not the same old same old in a flashier font.

Tracy believes in collaboration, not just with colleagues but with the clients. Great ideas can come from anywhere, and nothing gets her more excited than a great idea.

Tracy has worked several years in world-class, multi-national advertising agencies like TBWA and Publicis. She has worked on big brands such as 7-Eleven, Shaw Cable and Internet, BC Lottery Corporation and Dairyland.

Tracy's creative excellence has been recognized by industry award shows including the Marketing Awards, Lotus Awards, Applied Arts, and the Advertising & Design Club of Canada.

Tracy holds a Bachelor of Fine Arts from Emily Carr University of Art + Design, and in addition to creating her own designs and products, she enjoys creative challenges of any size.