

# Rob Maguire

rob@robmaguire.com • robmaguire.com • 306.251.2969  
twitter.com/robmaguire • linkedin.com/in/robmaguire  
130-318 21<sup>st</sup> Street East, Saskatoon, SK S7K 6C8

---

## PROFESSIONAL EXPERIENCE

---

### Saskatchewan Jazz Festival | Marketing Director

Saskatoon, SK | 2008-present

- Revamped marketing strategy, contributing to a 60 percent increase in ticket sales over two years.
- Managed a marketing budget of \$150,000; designed integrated marketing plans, merging social media with advertising and publicity.
- Leveraged social media assets to develop leads, prompting nearly 10,000 opt-in email subscriptions.
- Engaged high-profile artists and influencers on social networks to generate buzz and build festival brand.
- Invited to speak to provincial marketing and fundraising associations about online marketing strategy and tactics.

### Art Threat Publishing Inc. | Founder & Editor

Saskatoon, SK | 2007-present

- Conceived, designed and launched website on political art, cultural policy and contemporary media issues.
- Trained contributors on writing for web, digital image editing and social media marketing.
- Led online marketing campaign resulting in 50,000 new visitors in one month.

### National Film Board of Canada | Technology Coordinator

Montreal, QC | 2007-2008

- Advised production team of best practices on the web during the development of a video sharing website on social issues.
- Coordinated bloggers and provided technical support for live coverage of the Festival de Nouveau Cinéma.
- Engaged online communities to identify potential content contributors and grassroots advocates.

### Überculture Collective | Executive Director

Montreal, QC | 2003-2007

- Performed administrative and public relations duties for nonprofit media arts organization.
- Planned and participated in a tour of an independent documentary film across 12 provinces and territories.
- Developed a nonprofit beer, marketed it in Montreal and Vancouver, and generated national media coverage.

---

## PROFESSIONAL AFFILIATIONS & COMMUNITY INVOLVEMENT

---

### Americans for the Arts | Member

Washington, DC | 2009-present

- Presenter, National Arts Marketing Project Conference, 2010.

### Broadway Theatre | Board Member

Saskatoon, SK | 2009-present

- Marketing Committee Chair; currently developing marketing plan for independent cinema.

### Cinema Politica | Communications Advisor

Montreal, QC | 2007-present

- Ongoing consulting on marketing strategy and training on social media best practices.

---

## EDUCATION & PROFESSIONAL DEVELOPMENT

---

### Concordia University | BA – Honours Political Science (GPA 3.8)

Montreal, QC | 2003

### Word of Mouth Marketing Association | Social Media Certificate

Chicago, IL | 2010

---

## AWARDS & HONOURS

---

- Winner, Online Marketing Campaign of the Year — Tourism Saskatchewan, 2011
- Nominee, Social Media Campaign of the Year — Canadian Tourism Awards, 2011
- Finalist, Gil Carduner Marketing Award — Tourism Saskatchewan, 2010
- Arts Marketing Emerging Leaders Scholarship — Americans for the Arts, 2009

---

## SKILLS

---

- Bilingual: English (native), French (advanced comprehension, intermediate written/spoken).
- Skilled with digital audio and video recording equipment and editing software.
- Software: Adobe Creative Suite, Microsoft Office, Wordpress. Proficiency in CSS, HTML & SEO.