Sandra Gayle

FASHION & DECOR ARTISTIC PHOTOGRAPHY STYLIST

Ontario Canada

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Dynamic senior creative management professional with a career to which includes creative development, production, and management of national, international, and global corporate brands. Proven track record of leadership throughout the production lifecycle for a broad range of products and brand standards, guiding everything from concept creation of a recognizable, impactful brand image to production of collateral, advertising, photography, design and other key tools critical to the success of a corporate brand. Expert in catalogue development, production lifecycle management and trend forecasting. Able to leverage extensive experience in all areas of creative production and design to liaise with and direct cross-functional teams, fostering open communications and ensuring unified efforts toward a collaborative goal. Dedicated to bringing businesses to the forefront of their market using leading-edge technology tools to optimize online market penetration and expand brand reach. Adept at working with partners and agencies. Driven to deliver improvements to visual style and processes, resulting in greater efficiency, trending fashion, costing and productivity of all strategic creative.

Solid successes championing and implementing broad range revenue-generating marketing & sales communications from conception to launch and throughout the product lifecycle. Able to translate business requirements into effective advertising campaigns and marketing collateral's while managing diverse creative professionals. Consistently partnering with cross-functionally teams internally and externally to build persuasive creative material to ensure consensus between sales and marketing standards to achieve all project objectives and strategy's under strict corporate brand guidelines. Adapt well to new technology and proactive in implementing innovative processes while ensuring compliance with corporate standards.

Have worked in the consumer goods and media industries over 10 years as Creative Director, Designer, Marketing Manager and Creative Service Manager directing all creative briefs, concepts, sketching, layout, photography, copy, colour corrections, print production and press approvals.

Working with some of the top retail corporations in the consumer goods industries and media print agencies and venders as, Quebecor World, Transcontinental Media, and St Joseph Media, committed to contributing a unique blend of creative vision and execution of strategic and compelling marketing and web initiatives.

Areas of expertise include, creative development, project management, brand development, signage, layout, digital photography new product launch planning and execution, direct mail, conceptualizing and executing trend forward advertisements, catalogues, trade show main features & showroom displays, sales and promotional material.

Attributes and passions include,business savvy, focus on the core business objectives; client focused, intuitive, self starter,enthusiastic, results focused with a key eye to the bottom line. Results oriented and love working towards achieving goals and challenges; genuine, sincere, poised, confident; proactive, collaborative, persuasive, motivator, and flexible.

Work well independently and enjoy collaborating challenging and inspiring teams to achieve. Strong communications both verbally & written with attention to detail in a fast paste evolving environments.

Experience

Studio Manager/Photography Stylist

GiftCraft LTD

Toronto Ontario
Nov 20215 - Mar 2025

Dynamic Studio Manager and Senior Stylist at Giftcraft Ltd., adept at driving brand development and visual storytelling. Proven hands-on track record in elevating e-commerce sales through innovative fashion content strategies and creative styling techniques.. Expert in catalogue production and team leadership, delivering impactful campaigns that resonate with audiences.

-Executed full in-house studio operations for global lifestyle, fashion, and giftware brand.
-Directed styling, set design, photography production, and content creation for catalog, web, and social media.
-Managed scheduling and personnel, ensuring timely completion of all projects.
-Produced engaging social media content from concept to delivery, enhancing brand presence.
-Collaborated with buyers and merchandising teams to align creative initiatives with market trends.
-Provided leadership and mentorship to new employees on elevating marketing strategies and corporate practices.

Art Director

Freelance

Markham Ontario

Key Clients:
Guru, Linda Lundstrom, Transcontinental Digital, Timex Group Canada, Quebecor Media, Shoppers Drugmart, Kendall Christie Promotions, Home Goods, Blue Mountain Wallcoverings.

CSR/Account Manager

North York

Pi Media

Managed and Produced accounts by estimating budgets, scheduling and
directing internal and external resources.

Managed complex projects including design, photography, video, print
production, catalogues, advertising and identifying potential growth opportunities.

Oversaw account development and growth for media client accounts, with authority over design, photography, video, print production, catalogue, and advertising projects. Handled budget estimation, scheduling, and resource management for each project. Drove business development by identifying and pursuing viable opportunities, including expanding existing accounts through new projects and service offerings.

Selected Achievements:
• Instrumental role in a high-visibility project for Sears Canada, one of PI Media's largest accounts. Managed, research, development, design, and hosting for the innovative Sears Web-TV initiative, a pilot program focused on providing users with "solutions for everyday living."
• Successfully managed complex relationships with tier one clients such as Sears, Crown Wallcoverings, JC Penny, Danier Leather, and other commercial accounts.

Marketing/ Creative Manager

Richmond Hill

BFS Entertainment Multimedia Collectable Direct Inc.

Strategic innovator behind the businesses creative concept development and implementation. Defined formal print processes, guidelines and work-back schedules to ensure time lines and quality. Coordinated catalogue template design. Oversaw production of all collateral, including creative, copy, digital images, typography, editorial, direct mail initiatives, and web content, working with third-party providers and internal teams on content production. Managed accurate, timely invoicing and budgeting for contracts with internal and external freelancers.

Selected Achievements:
• Transformed the company's product and brand image through high-level strategic changes to catalogue and web presentation, targeted branding initiatives, and adaptation to catalogue and web trends.
• Delivered 20% growth in the e-commerce business through collaborative efforts with the web IT team to drive sales and referral incentives, grow the house list, launch themed promotions, and cut cycle time.
• Achieved record sales and boosted revenues 7% within 4 months through a re-branding initiative using CDI positioning in DVD entertainment and giftware direct mail channels.

Creative Director

Woodbridge

Ganz (Fashions and Gift Decor)

Provided strategic direction and vision for the corporate brand style, image, and creative concepts for over 20 catalogues, 3 core brands, enterprise-wide advertising, and more. Coordinated showroom design and presentation, merchandising, and signage for North American trade shows.

Selected Achievements:
• Positioned Ganz at the forefront of the industry for the first time in a 50-year history.
• Elevated brand perception among consumer demographics through multimedia advertising management for 5 rebranding and launch initiatives for personal care / fragrance, home décor, and women's fashion apparel.
• Boosted sales 40% within a year through a full-scale redesign and rebranding of the home décor direct mail catalogue.
• Developed and implemented a process to accommodate a volume growth of more than 200% while reducing the headcount of 20%
• Increased productivity 300% with a 25% reduced headcount via implementation of an aggressive production schedule utilizing an annual Gantt chart program, ensuring achievement of all milestones.
• Simplified management of 4 external photography studios and location shoots, improved productivity 25%, and cut expenses 25% through implementation of new photography digital technology focused on quality, service, and cost control.
• Additionally conceptualized, developed and launched an internal corporate photography studio capable of cost-effective digital content production.
• Provided unique insight into the style and design approaches for a successful launch of new candle, personal care, women's apparel, and home décor brands.

Creative Director

Toronto

Regal Greetings and Gifts

• Creative Director, Regal Greetings & Gifts: Managed marketing strategy and campaigns, creative and design control for catalogue covers, and a trendy, fresh new image branding for new business ventures. Directed creative concepts, photo editorials, buyer relationships, art buying, photo shoots, and press approvals.
• Product Manager, Sunworthy Wallcoverings: Supervised designs of wallpaper sales books, home fashion design catalogues, and merchandising racks, driving creation of a bold, distinctive look with powerful impact across all branding materials. Coordinated development of promotional materials. Liaised with licensed and non-licensed affiliates to manage merchandising programs. Administered a $2 million budget.

Additional experience of note includes 2 years teaching décor on faculty at the University of Toronto, and publication in the Toronto Star and Toronto Metro Magazine for the editorial “Decorating Solutions.” Also Co-Owner and Designer for The Well-Dressed Home, Designer on The Decorating Challenge on The W Channel, Designer / Co-Host / Set Decorator for Blank Canvas, and Set Designer for Big City Broker.

Education

Advertising and Graphic Design

Brampton Ontario

Humber College

FORMAL EDUCATION

Diploma in Advertising & Graphic Design - Humber College
Marketing Management & Advertising - George Brown College.
TECHNICAL SKILLS

Mac OSX • Microsoft Office • Photoshop • InDesign • PowerPoint • Keynote • Word •Excel

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