

Charles Lim

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Summary

Award-winning creative and technical leader with 15 years of Marketing experience building digital products, frameworks and teams. Passionate about the intersection of design, technology and content with extensive end-to-end experience in the travel, entertainment, automotive, food and luxury sectors.

Digital and Creative Skills

- Deep understanding of user experience in the digital space.
- Excellent communication and presentation skills. Ability to break down technical jargon into business requirements using metaphors, diagrams and infographics.
- Proficiency in establishing and managing digital production workflows and processes.
- Astute eye for UI/UX and visual design across media, including video, photography and animation.
- Master of responsive design and HTML/CSS/SCSS. Expert in WordPress development. Advanced JavaScript and JQuery. Intermediate PHP skills.
- Fluency in Figma and Adobe applications on Windows and Mac.
- Digital native. Knowledgeable and up-to-date on many different topics dealing with technology and the internet.

Education

- 2006: Graduated Graphic Design at St. Lawrence College.
- 2002: Completed second year at Queen's University, majoring in Computer Science.

Experience

Senior Director, Brand & Creative - Top Hat (2018-Current)

- Oversee production across product marketing, demand generation, content marketing, sales enablement, and communications.
- Run corporate website, focusing on SEO, accessibility, templating, and conversion.
- Establish and manage process and brand guidelines for consistent delivery of creative and technical assets.

Director, Digital - Totem (2015-2018)

- Provided digital strategy, vision and production for clients in the automotive, food and financial industries.
- Led team of editors, designers, developers, and producers to conceive, build and deploy digital products across media channels.
- Established and grew Totem's own digital marketing activities and develop its internal and partner platforms.

Director, Digital - Spafax (2009-2015)

- Grew and managed digital department, led the conception and execution of branded content products, overseeing the design/UX, technology, production and strategy.
- Designed and developed digital campaigns and websites including Air Canada's Earn Your Wings, a popular loyalty gamification platform yielding 875% ROI.
- Creative Director and columnist for Sparksheet, the award-winning magazine about content, media and marketing.

Personal Characteristics and Accomplishments

- Dependable, reliable and an excellent mentor and team leader. Functions well under pressure.
- Systematically artistic and creative. Can express ideas in multiple ways, such as infographics, diagrams and sketches.
- Efficient at learning new things quickly and utilizing new skills.
- Excellent presentation skills. Very articulate in English. Competent at speaking French.