



# CAMERON MICULES

Creative Director / Storyteller

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My passion goes beyond telling stories - it lies in creating the story. Whether that is through a fully animated video describing the key values of a product or service, or an automated nurture marketing program that gradually answers more and more questions with each email - I've done it all. Throughout my career I've been lucky enough to wear many hats - illustrator, designer, photographer, writer, animator, coder, developer, strategist, tactician, leader, producer, director - and with each of them I have learned something I didn't know before, and applied that knowledge to the next role. As a result, I have the unique ability to manage multi-disciplinary projects and to navigate complex challenges. I've also learned that practical experience cannot be taught or faked. You've either been there and done that, or you haven't. I excel at connecting dots and making sense of complicated things. If you're struggling with how to best tell your story, I can help.

## EMPLOYMENT

### 1. PointClickCare 2014-present Manager, Digital Marketing

Returning to PointClickCare I lead a small team of very smart people in building the best digital marketing engine possible. I'm the unofficial 'VP of Bright & Shiny Objects' (read: find the newest tools, evaluate, investigate, pursue) and love that I have the freedom to try new things and find new ways of using old things. I still get to dabble in motion graphics, voice over work and storytelling, but I'm focused more now on the WHY over the HOW.

### 2. noBul Media Inc. 2013-2014 Parter, VP of Awesome (Creative)

As partner and VP of Awesome creative, my job is to help identify the unique story behind each client, and help bring that story to life. From client pitches and initial consultations, to designing site layouts & email campaigns, marketing collateral & presentations, shooting & editing video, and copy writing, I'm the jack of all creative trades.

### 3. Booyakka Design Inc. 2010-2013 President, Creative Director

Booyakka Design was my first foray into business ownership. My own agency and consulting firm. My clients ranged from one-man landscaping outfits to 120 person technology companies, and almost everything in between. I learned project management is tough and accountability is tougher, but not as tough as accounting. Accounting sucks. I had the opportunity to sample a number of different front-end CRM tools (HubSpot, Pardot, InfusionSoft, Eloqua), and some backend CRM/ERP platforms (Salesforce, NetSuite) and still can't pick a clear winner.

### 4. PointClickCare.com 2004-2010 Multiple Creative + Marketing Roles

You've heard the saying "odd duck"? When I was hired at PointClickCare I was the 34th employee and the ONLY one who didn't know how to write a database query. I was hired to build the brand and communications for the up-and-coming SaaS-based product. I taught myself html and css, and redesigned the company website. I created online help documents, print materials, email campaigns, and online ads. I coordinated trade shows, local events, and a short-lived internal newsletter (that I found hilarious). When I left, the company had grown to over 500 people, and the marketing department of Me had become a 7 person internal agency.

### 5. Matrix Post 1998-2004 Animator / Motion Graphics Artist

My role at Matrix Post was to liaise with contacts at major companies in the downtown Toronto area, and produce animated videos and ads that appeared on outdoor digital billboards across the city. Certain clients came to Matrix with complete creative briefs where others would come in without a clue. Part of what I was able to do was to pitch an idea to the client, then produce the spot for broadcast. I learned 3D animation, editing and compositing, motion graphics and how to distill a large idea down to a few simple words or images that told the same story.

## EDUCATION

### 1. Canadian Marketing Association 2009 E-Marketing Certificate

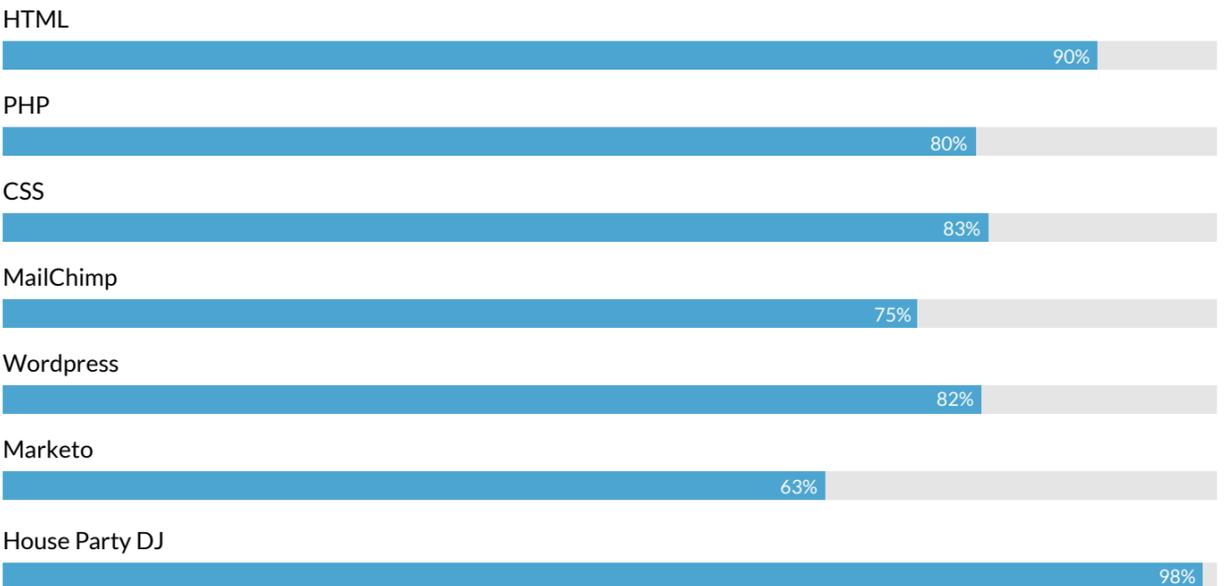
The CMA E-Marketing program is really a soup-to-nuts crash course that covers most every general aspect of digital marketing. As a foundation, it offers students a glimpse at the breadth and depth of digital marketing and illustrates how it can and should all come together.

### 2. Sheridan College of Applied Arts 1995-1997 Marketing & Advertising Diploma

The building blocks for a career in advertising or marketing were dropped on my toes while at Sheridan. Of course, back then the focus was on GRPs not PPCs, so most of what I learned from a statistical measurement standpoint has mummified. Still, the program helped me see how to design holistic campaigns, what tactics worked with which strategies, and most importantly, that it's THE STORY that matters.

## SKILLS

### PROGRAMMING SKILLS



### GRAPHIC SKILLS

