



# Cameron Taylor

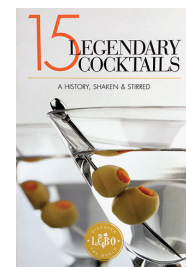
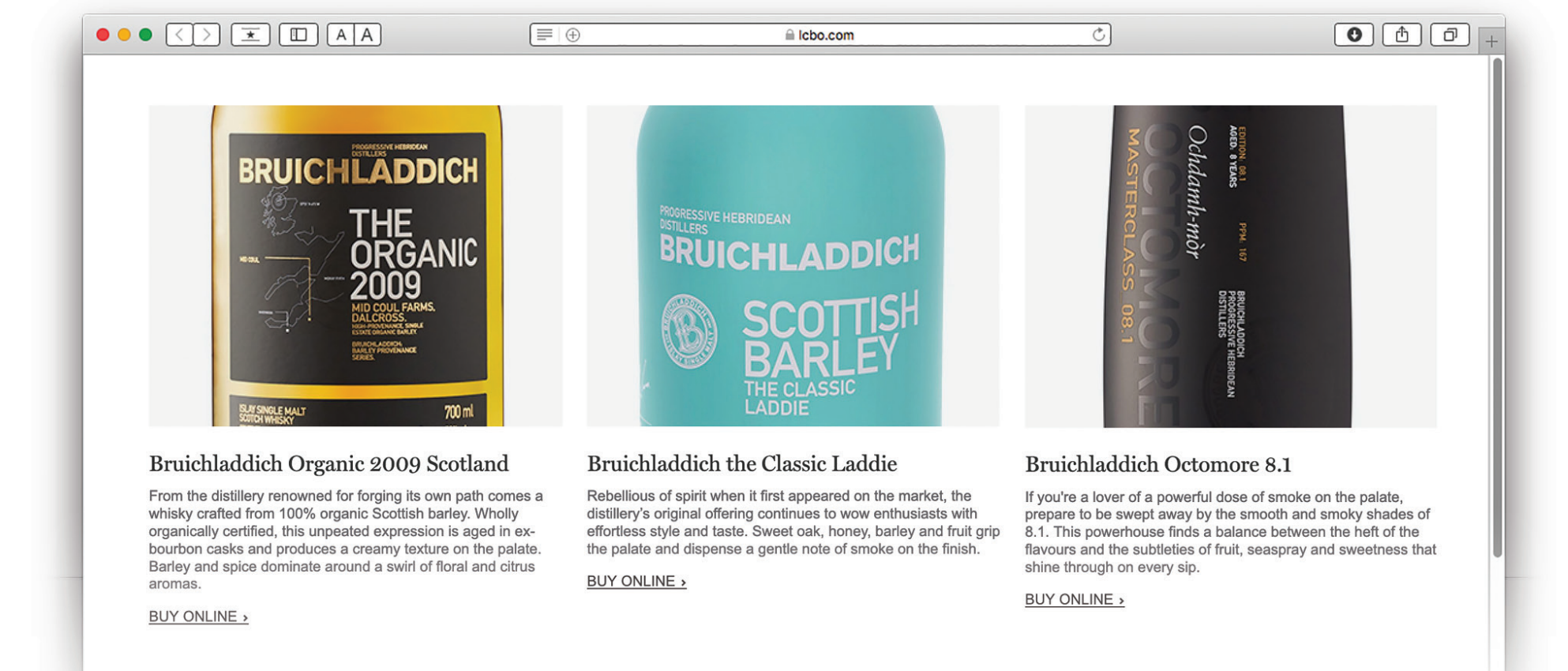
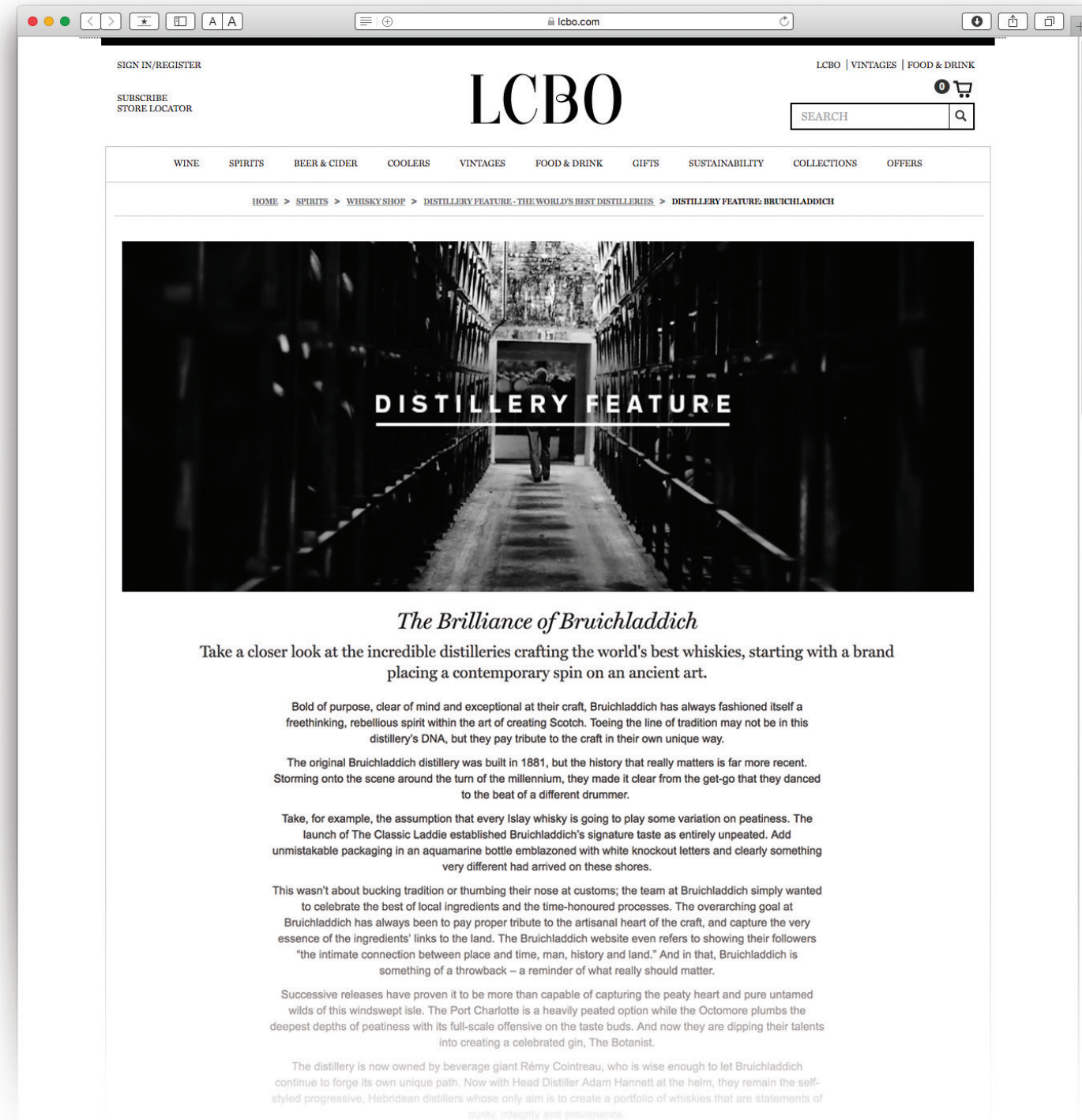
Copywriter | Content Strategist

Portfolio

# LCBO

One of the world's largest purchasers and retailers of beverage alcohol, the LCBO is strongly invested in its marketing program through 13 periods over the course of the calendar year.

- Writer of Record
- 200+ Projects
- Print and Digital Articles
- Tasting Notes
- In-Store Promotions
- Research
- Marketing Award Submissions





One of Canada's most prominent universities has developed an extensive and highly touted continuing education program.

Editorial style Course Calendars for both the Business School (60+ pages) and Arts & Sciences (70 pages)



Since the beginning we've built what I consider a world-class certification program.  
—ALEXANDER ZABRADI



MELANIE NOVIS  
Leadership  
Presence  
& Presentations



RICHARD PICART  
Search Engine  
Marketing

#### SPEECH WHISPERER

Life-saver, career maker, shyness-slayer—call her what you want, just be sure to pronounce it clearly and with confidence. That's because Melanie Novis wants to help people refine their public speaking and presentation skills.

"Public speaking is a skill. You need to remain authentic and who you are, but learn the techniques and apply them," she offers. "People's careers are often stifled if they don't have presentation skills."

That's the reason her courses are a perennial favourite at the School. With 20 years of teaching and a business dedicated to the discipline, she attracts learners at all stages of their careers, from CEOs to public-facing professionals, upwardly mobile execs to learners simply preparing for the next steps.

"It doesn't matter where you come from. You need to stand up and be credible and confident," Melanie asserts.

"To relay a pitch, speak to a board, to interview, to run a meeting—we all need the skills of communication and presentation," she insists. "It's more than professional development, it's personal development."

Melanie cultivates a comfortable, constructive classroom environment where learners are encouraged to try out different approaches and make mistakes. Add to that she'll help commit the clutter of 'ums,' 'likes' and 'y' knows' that contaminate some speaking habits to the trash heap of 'never again'.

As she vows to every new class, "I promise you by the end of this course you will emerge as competent, confident speakers." You have her word on it.

#### BE DIGITAL-READY

Dig into a discussion about digital marketing and Richard Picart buzzes with enthusiasm. It's a natural-born passion given his dual role of VP Client Services for a digital agency by day and instructor by night. Typically, that conversation always ends with one indisputable truth: "Digital marketing is the future."

Formally, the course is about leveraging the digital space to reach audiences and promote goods and services. Richard is quick to get to the bare bones of it. "Whether it's social, content development, search marketing, pay-per-click, graphic design as it relates to user experience and on-page navigation—all of those aspects of digital marketing are in high demand."

He aims to empower learners—to give them

the means to not just deliver value to clients and employers, but to quantify that value so strategies are clearly explained and executed. "To get the greatest amount of ROI for your spend and drive data-driven campaigns, digital marketing is the medium to do it efficiently and cost-effectively."

It's a fast-moving field that's constantly evolving and Richard brings a high-energy experience to the classroom. "I ask questions, I bring anecdotal, real-world experience and I'm planning on a lot more interactive activities."

Share experiences, learn new digital tools and develop winning strategies for today's competitive marketplace—all within a vibrant learning environment.

# Transformation

Change is underway for the United Way. Most people recognize that. In fact, it's been underway since 2011, a watershed year for our organization. To make a significant push for lasting, measurable change, our national organization identified three priority areas for United Ways across Canada. These outcomes-based initiatives included: From Poverty to Possibility; Healthy People, Strong Communities; and, All that Kids Can Be. We were one of the first local chapters to embrace this movement and that has called for us to alter our funding model.

To stand on principle is not always a matter of standing on familiar ground. We can't represent change unless we're prepared to demonstrate it. In this case, that has meant prioritizing key issues that call out to us. It's not enough to divvy up the pot and hope that it all gets spent wisely. The issues we face today are far more complex and intertwined. We understand that change can be intimidating, but we also appreciate that doing exactly what we've always done doesn't meet the real needs of today.



75 Years of Caring

Two bottom photos by Wayne Eardley.

A community organization dedicated to helping to improve the lives of vulnerable, marginalized and at risk people.

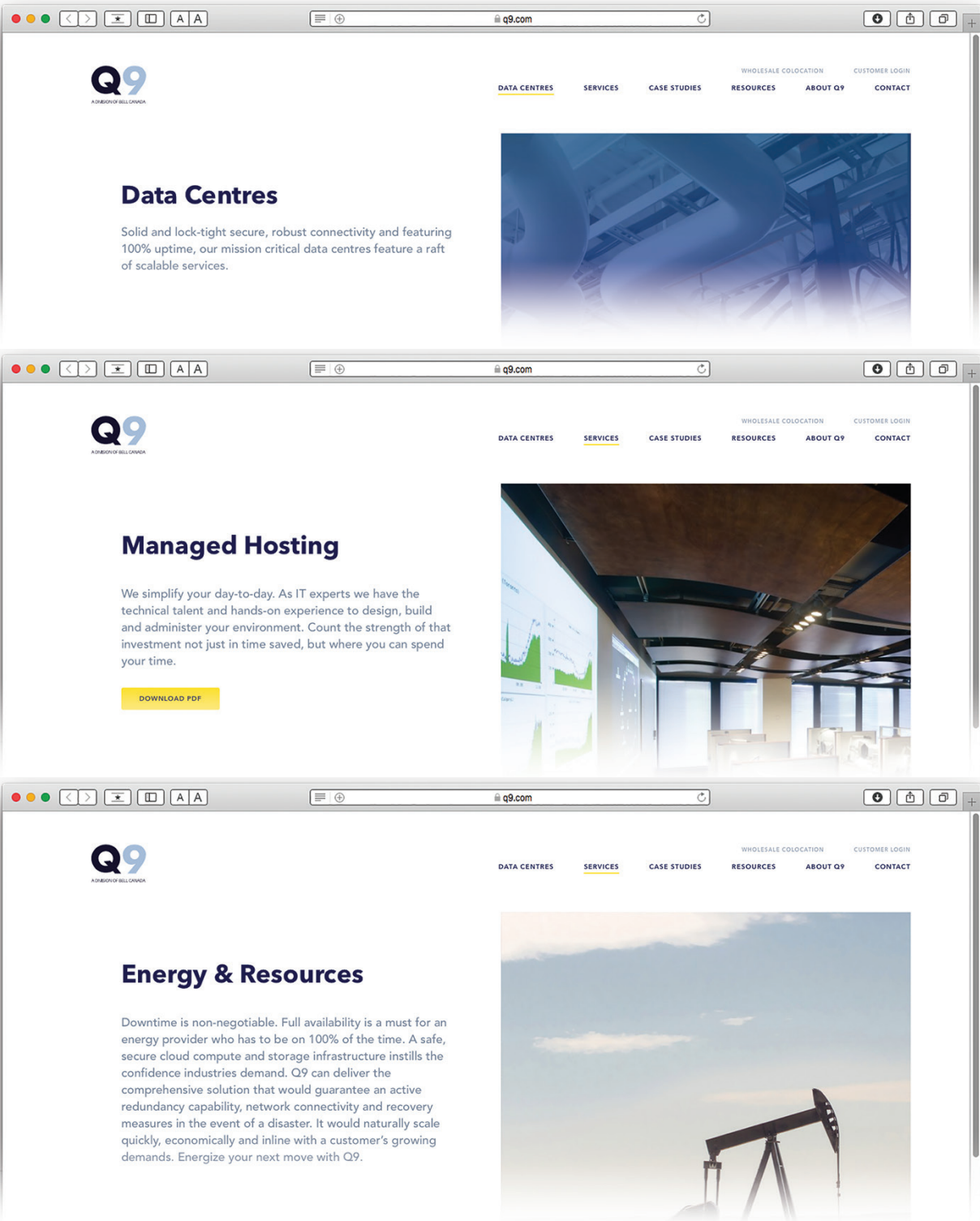
A publication to commemorate the United Way Peterborough's 75th anniversary.



Provides outsourced data centre services for clients who need the certainty of absolute security.

Other Notable Websites

- Moneris.com
- TrezCapital.com
- Tinlid.ca
- Comenda.eu
- WakerleyGroup.com
- Blacksdistillery.com



Real estate investment firm and provider of debt financing solutions for commercial real estate.



## SUCCESSFULLY CONSISTENT : CONSISTENTLY SUCCESSFUL

At Trez Capital we believe prudent investment is all about consistency. It's about steady and attractive risk-adjusted yields. That thinking has driven our brand of investment for 20 years and will continue to guide us long into the future. Unexciting? Absolutely. Successful? Our track record speaks for itself.

### CONTACT

Toronto 416.350.1224	Dallas 214.545.0951
Vancouver 604.689.0821	Palm Beach 561.588.0132







A European-based non-profit organization dedicated to advising governments and business leaders while evolving and implementing policies around the circular economy.

Excerpt from one of Reloop’s five pillar pieces that comprise its guiding manifesto.



The Reuse Revolution

The elimination of single use plastics would mark a tidal shift in our world. That goal resides at the heart of the circular economy precisely because it calls for us to fundamentally shift our thinking and practices around waste. It would encourage producers, distributors, stakeholders and the public to reframe how our resources can be used and reap benefits in the process. To move that initiative forward, reuse is the answer. More than an act of progressive thinking, when executed properly, it’s an indisputably practical solution.

**Reuse reduces.** Massively, in fact. Reuse means resources remain resources for many years, while high quality recycling practices are implemented when the reuse cycle finally ends. Picture the prospect of removing single use plastic from circulation. Many countries are already doing it.

**Reuse saves.** Many companies balk at switching to reusables citing the initial higher investment. However, costs are significantly offset by the savings realized from eliminating purchase and the ever-growing producer responsibility costs associated with single-use packages. The greater the frequency of reuse, the greater the savings over the life of the packaging or product.

We are very ambitious.  
We need to be.  
A disorder or an injury to the brain or nervous system will affect one in three Canadians at some point in their lives. By 2020, brain disorders will become the leading cause of death and disability in Canada. These complex medical conditions demand a focused, collaborative response and long-term action.

That action is already underway at Sunnybrook. Our specialists are breaking new ground on the understanding of how the brain, our most complex and least understood organ, works – and stops working. We invite you to join us as we revolutionize treatment and change outcomes.

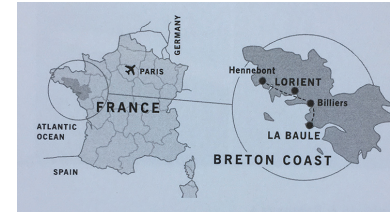
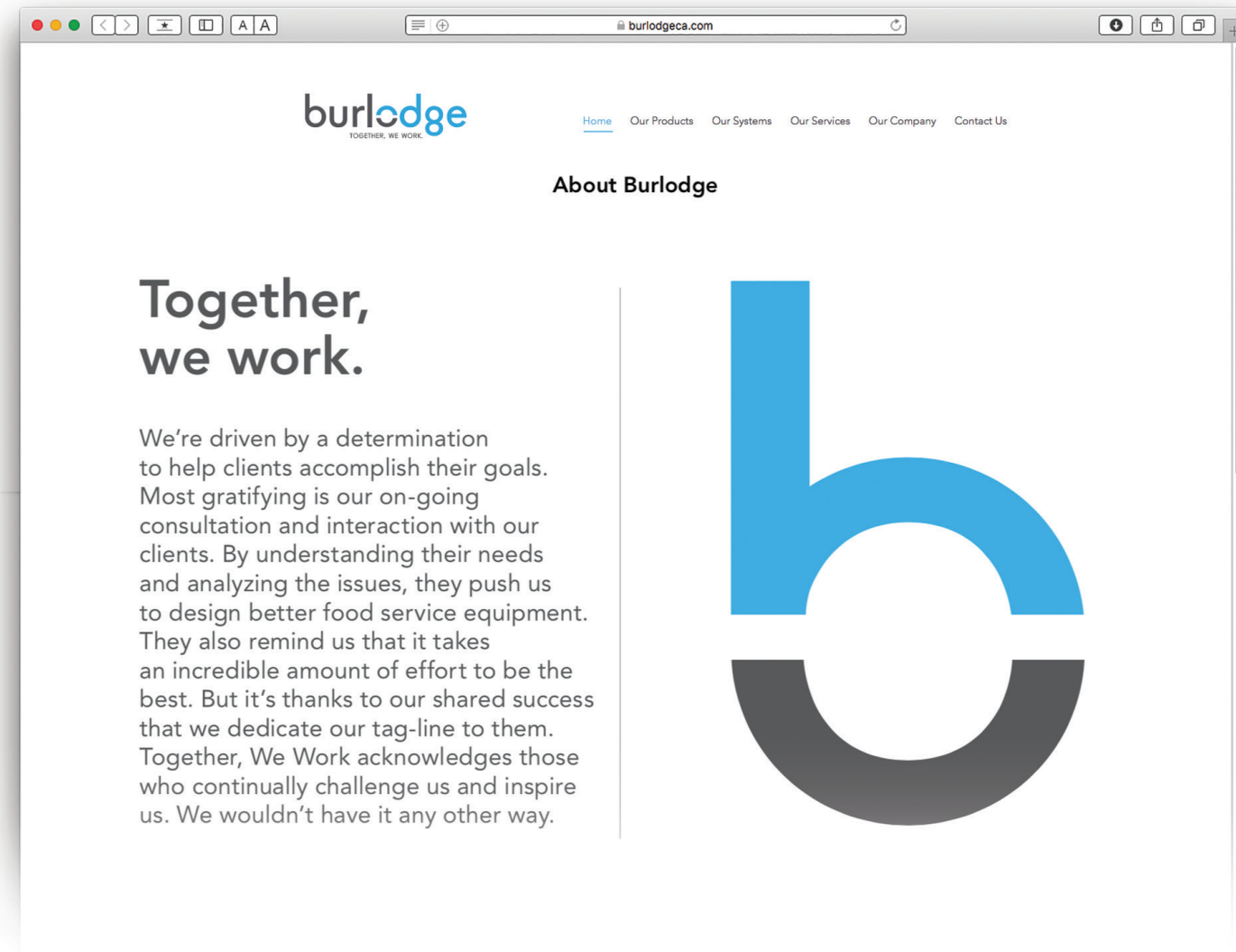


The preeminent name in fundraising for medical research, education and the development of cutting edge equipment.

Excerpt from foundation appeal for the Hurvitz Brain Sciences Centre.

Global equipment manufacturer  
for institutional food service  
preparation and delivery.

- Content Management Program
- Executive Communications
- Corporate Profiles
- Company Tag Line
- Product Sheets
- Web Site Copy
- Articles



## Breton Coast Biking

Along the stark and wildly beautiful coast of Brittany, there is the promise of adventure. In this land of legend, where the Atlantic churns against jagged cliffs and washes across broad sweeps of sand, there dwells an obliging spirit of rustic elegance and gentle hospitality. It's a place where guardians of grand old-world châteaux graciously welcome guests and acclaimed culinary traditions thrive.

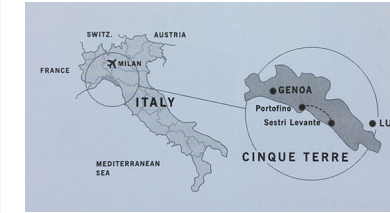
**Butterfield  
& Robinson**  
SLOW DOWN TO SEE THE WORLD



## Cinque Terre

Traversing the Cinque Terre of the Ligurian Coast is to walk in the footsteps of history. Here, rugged coastline paths wend through fragrant citrus orchards and terraced vineyards, connecting secluded seaports and cresting at inspired vistas. It is a place where, for centuries, a generous people with an indomitable spirit has revered the simple essentials of life: food on the table, wine overflowing and the turquoise shimmer of the Mediterranean.

**Butterfield  
& Robinson**  
SLOW DOWN TO SEE THE WORLD



## Natchez to New Orleans

The trail from Natchez to New Orleans reveals the narrative of the American South. From stately antebellum mansions to the sultry swelter of an endless night in the Big Easy, this is a region rich with American myth. It is where a storied past meets the shared spirit of a vibrant present. It is where the heart slows and life sways to the comfortable rhythms of an abiding soul; where time ambles, casual as a drawl, and where every day is the most beautiful there is.

**Butterfield  
& Robinson**  
SLOW DOWN TO SEE THE WORLD

The original tour company for  
active and indulgent adventurers,  
B&R is legendary for forging a  
path in both group and exclusive,  
customized travel.



Vibrant innovation hubs have become part of the business landscape in communities across the country. The Digital Media Zone represents one of the most successful proving grounds for developing entrepreneurial talent.

*The next generation of entrepreneurial leaders is staking a claim to world-changing solutions right here, right now in the Digital Media Zone (DMZ) at Ryerson.*

### THE UPSTART AMONG STARTUPS

Tapping into the boundless enthusiasm of a university community in the heart of Toronto, this hothouse of ingenuity, industry know-how, investment and experiential learning is ramping up on success stories and redefining the digital incubator. What has quickly emerged is a dynamic culture of achievement where startups fast-track their companies in an open environment. Groups of fellow developers create, share and critique alongside one another. Peer-to-peer collaboration is encouraged and cross-pollination expected, which creates a give-and-take atmosphere that's abuzz with possibility.

### A CONVERGENCE OF TALENT AND TEAMWORK

The DMZ helps entrepreneurs navigate that critical startup phase by providing the space, mentoring, professional resources and investment required to transform fledgling ideas into full-blown solutions.

This allows budding companies to immerse themselves in their work and top many of the hurdles and holdups that commonly sidetrack startups. This freedom to focus, build, interact and explore is producing astonishing results, and is further strengthened by the DMZ's university connection where ambition and aspiration flourish.

igital Media Zone

FOR LULU, THE STRANGLEHOLD PROVED A FITTING END TO A MAN WHO'D ALWAYS CHOKED WHEN IT CAME TO GIFT GIVING.



ONCE THE TWITCHING STOPPED, SHE HEADED TO HI HO SILVER FOR A LITTLE RETAIL THERAPY.

382-A George St. *hi ho Silver* 705-742-8903

Moments later,  
Vivian's smile  
would never quite  
be the same.

Then again,  
she did find her  
Christmas tree.



If you would like to see samples from particular industries that are not represented here, please let me know. These few pages are meant only to capture a sampling of my work.

