

JOHN WAMSLEY

CONTACT

johnwlwamsley@gmail.com
519.590.4625
www.johnwamsley.ca

Social Media & Communications Manager with 8+ years of experience shaping digital narratives through community, and strategy. I've led high-impact digital campaigns for nationally recognized cultural organizations, growing and engaging with large online communities, and collaborating with creative and corporate teams bringing bold ideas to life.

PROFESSIONAL EXPERIENCE

COMMUNICATIONS MANAGER

Outside the March

January 2024 - Present

- Led social media strategy and execution across Meta and TikTok for 2025 season launch and high-profile productions including the Dora-nominated co-productions ...*Death of Walt Disney* and the sold-out run of *Performance Review* by Rosamund Small.
- Partnered closely with Soulpepper Theatre Company, Coal Mine Theatre and Native Earth Performing Arts to shape cohesive, cross-channel marketing strategies, aligning messaging and creative to drive audience engagement and ticket sales.
- Planned, launched, and optimized paid Meta campaigns using A/B testing to refine targeting, creative, and performance.
- Produced original visual content, capturing and editing production photography and behind-the-scenes video to support social storytelling on Instagram and TikTok.

SOCIAL MEDIA COMMUNITY MANAGER & PRODUCER

Toronto International Film Festival

August 2020 - April 2022

- Produced high-impact social content amplifying TIFF and TIFF Industry offerings, events, and initiatives across social platforms, including sponsor and partner campaigns.
- Led community management and engagement for TIFF's social channels, supporting an online audience of 500K+ through customer care, moderation, and real-time interaction.
- Delivered live social coverage and online moderation for the Festival Industry Conference and year-round programming, ensuring timely, on-brand engagement during high-traffic moments.
- Monitored and analyzed social performance across TIFF and TIFF Industry channels, contributing to regular analytics reporting and data-informed content decisions.
- Led social engagement and community strategy for Digital TIFF Bell Lightbox releases and key cultural campaigns, including Indigenous History Month and Pride Month.
- Collaborated with Indigenous and LGBTQ+ community clusters through ongoing working groups, helping curate year-round programming, exclusive events, and internal HR and accessibility initiatives that increased cultural awareness and representation.

SOCIAL MEDIA & GRAPHIC DESIGN COORDINATOR

Pride Toronto

December 2020 - June 2021

- Drove social growth to 3.8M impressions (+258% YoY) through strategic content planning, trend forecasting, and partnership-led campaigns.
- Planned and managed a daily social media content calendar, aligning posts with cultural moments, holidays, and real-time trends to maximize reach and relevance.
- Partnered with the sponsorship team to deliver integrated campaigns, building relationships with corporate partners, local artists, and community organizations.
- Designed and produced branded digital assets and promotional materials in alignment with organizational objectives, events, and community updates.
- Participated in ongoing cultural competency training to strengthen inclusive engagement practices and better support communities beyond my lived experience.

COMMUNICATIONS MANAGER

Paprika Festival

June 2018 - June 2019

- Designed and executed a comprehensive marketing plan for the Festival across print, digital, and social media channels, increasing engagement and event visibility.
- Created dynamic marketing assets that captured audiences and reinforced brand identity.
- Leveraged data-driven insights from platforms like MailChimp, Google Analytics and Facebook Insights to optimize campaigns and anticipate audience trends.
- Built and maintained strategic relationships with community partners, media outlets and donors, enhancing collaboration and support for Festival initiatives.

DIGITAL MARKETING INTERN

Boat Rocker Media

October 2017 - January 2018

- Collaborated with producers to devise digital marketing strategies and dynamic advertising campaigns for *The Next Step* and *Ollie The Boy Who Became What He Ate*.
- Designed aesthetically pleasing and profitable marketing content for distribution on Facebook, Twitter, Instagram, and YouTube to 300,000+ audience internationally.
- Sustained meaningful relationships with followers through the creation of a relatable brand persona that consistently responded to audience with information, humour, and original GIFs.

COMMUNICATIONS COORDINATOR

Theatre Erindale, University of Toronto

March 2015 - April 2017

- Built and grew Theatre Erindale's online presence across Facebook, Instagram, and Twitter.
- Developed marketing strategies and campaigns that boosted ticket sales.
- Produced brand-specific content, including videos, posters, and press releases.

EDUCATION

SOCIAL MEDIA MARKETING CERTIFICATE

George Brown College Continuing Education • *May 2020 - December 2020*

HONOURS BACHELOR OF ARTS IN THEATRE AND DRAMA STUDIES

University of Toronto • *September 2013 — June 2017*

DIPLOMA IN ACTING - HIGH DISTINCTION

Sheridan College • *September 2013 — June 2017*

REFERENCES AVAILABLE UPON REQUEST