

# JOHN WAMSLEY

---

## CONTACT

johnlwamsley@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 Soulepper 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**