

JOHN WAMSLEY

CONTACT

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Senior Social Media & Marketing Strategist with nearly 10 years of experience developing social-first content strategies and digital storytelling campaigns across entertainment, film, music, and live experiences. Skilled in short-form video production, on-camera hosting, audience development, community engagement, and data-driven optimization. Passionate about connecting audiences with compelling cultural stories, emerging talent, and the moments that drive conversation.

PROFESSIONAL EXPERIENCE

MARKETING & BRAND MANAGER

Outside the March

January 2024 - Present

- Led multi-platform social media strategy and content execution across a portfolio of productions, immersive experiences, and artist-development programming.
- Produced original photo and video content — including rehearsal coverage, production photography, and behind-the-scenes footage — to expand the theatrical experience beyond the stage, deepen audience engagement, and drive discovery of new work.
- Increased Instagram reach from 50K to 181K monthly views and grew monthly engagement from 1.3K to 4.8K interactions, including a 318% month-over-month increase in reach during a major production announcement campaign.
- Partnered with Souleppper Theatre Company, Tarragon Theatre, Coal Mine Theatre, and Native Earth Performing Arts to develop cohesive cross-channel campaigns, aligning messaging and creative to increase audience engagement and support ticket sales.
- Planned, launched, and optimized paid Meta campaigns, using A/B testing to refine audience targeting, creative, and campaign performance.

DIGITAL CONTENT MANAGER

Departure Festival + Conference

February 2026 - June 2026

- Led content strategy across Instagram, TikTok, and YouTube, generating 8 million impressions — a 400% year-over-year increase.
- Wrote, produced, edited, and hosted daily on-camera festival updates and led red carpet coverage, interviewing talent including *Heated Rivalry* creator Jacob Tierney, Maggie Kang, and Lilly Singh, generating more than 1.8 million views.
- Revitalized Departure's YouTube channel by optimizing video strategy and performance, increasing subscribers and supporting long-term monetization.
- Created sponsored social media campaigns for partners including TD, SOCAN, Amazon Music, and Inspired Go, aligning branded content with audience and campaign objectives.
- Conceptualized and distributed social media toolkits for artists and speakers, mobilizing a grassroots campaign that expanded event awareness and organic reach.
- Collaborated with programming, sponsorship, creative, and marketing teams to develop cross-channel campaigns and digital content strategies, while contributing to website content and SEO improvements.

SOCIAL MEDIA COMMUNITY MANAGER**Toronto International Film Festival***August 2020 - April 2022*

- Produced platform-native 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.
- Produced, edited, and hosted red carpet interviews and talent-focused social content featuring filmmakers and actors, delivering timely, platform-specific coverage during high-profile festival moments.
- 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.
- 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.
- Developed and executed 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.

MARKETING & COMMUNICATIONS MANAGER**Paprika Festival***June 2018 - June 2019*

- Built and optimized 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.
- 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*.
- Created platform-specific social content for Facebook, Instagram, YouTube, and X, engaging an audience of more than 300,000 followers.
- Built audience loyalty through a relatable brand voice, engaging followers with timely responses, humour, and original GIF content.

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

CORE SKILLS

Social Media Strategy • Digital Content Strategy • Short-Form Video Production • Audience Development • Community Management • Paid Social Campaigns • Meta Ads Manager • Campaign Analytics & Reporting • Branded Content • Entertainment Marketing • Digital Marketing • SEO • Email Marketing • Google Analytics • Mailchimp • YouTube Studio • TikTok Analytics • Adobe Creative Suite • Canva

REFERENCES

JASON CARLOS

Senior Director, Brand, Marketing & Communications, DEPARTURE FESTIVAL + CONFERENCE

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GRIFFIN MCINNES

Creative Producer, OUTSIDE THE MARCH

Phone: 647.515.7591

BRENDAN PRIMEAU

Director of Operations, COMMON FROOT

(Former Branding and Marketing Manager, PRIDE TORONTO)

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DANIEL CARTER

Theatre Program Officer, ONTARIO ARTS COUNCIL

(Former General Manager, PAPRIKA FESTIVAL)

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ROB MODEN

Content Strategy and Production, TRITON HQ, Inc, BOAT ROCKER MEDIA

(Former Digital Content Manager, BOAT ROCKER MEDIA)

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