

# JOHN WAMSLEY

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## CONTACT

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**Social Media & Communications Manager** with nearly 10 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.

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## PROFESSIONAL EXPERIENCE

### DIGITAL CONTENT MANAGER

#### Departure Festival + Conference

*February 2026 - Present*

- Lead and execute content strategy across Instagram, TikTok, and YouTube – producing platform-specific content designed to grow audience engagement and brand visibility.
- Launched and developed TikTok strategy from the ground up, creating trend-driven video content to expand reach and connect with new audiences.
- Oversee end-to-end YouTube content production, optimizing video performance to drive subscriber growth and support long-term monetization goals.
- Collaborate with senior leadership to refine website content strategy – improving SEO performance and ensuring a cohesive, user-focused digital experience.
- Conceptualize and execute sponsored content campaigns and digital activations, aligning creative with partner objectives and contributing to revenue generation.
- Identify and test new content formats and storytelling approaches, using performance insights to continuously refine strategy.

### COMMUNICATIONS MANAGER

#### Outside the March

*January 2024 - Present*

- Led social media strategy and execution across Meta and TikTok for 25/26 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**

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**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*