

Anna McQuaig

Toronto // (416) 576 0364 // annamcquaig@gmail.com

My Portfolio: <https://annamcquaig.wixsite.com/annamc>

My dynamic background in sociology and interactive media has provided me with robust skills in project management, design thinking, structured ideation, and efficient team collaboration in the design of interactive, immersive and multimedia projects, as well as a multilayered understanding of how to target and empathize with diverse user groups.

Work Experience

Secret Location/Entertainment One (Toronto) - Business Affairs Coordinator

November 2021 - Present

- Assist the Director of Business Affairs as well as the Strategy, Production and Development teams on data privacy and production for children's digital content. This includes Hasbro's globally-leading brands World of Peppa Pig, Ricky Zoom, PJ Masks and Ben & Holly.
- Assist senior leadership in the production of new and existing children's education applications.
- Multitask to complete multiple projects while taking direction from product owners, business affairs team, web development team and legal counsel.
- Communicate user-facing privacy policy updates using brand-aligned copy.
- Develop strategy around most effective safety features, contingent on global children's privacy law.
- Collaborate with marketing & product teams to improve app features based on user feedback.
- Assign and prioritize tasks related to feature design based on user analytics.
- Manage projects and workflows to support strategic initiatives to increase revenue and reduce user churn.
- Build and maintain collaborative relationships with vendors and service providers to meet production timeline goals.
- Organize creative assets in preparation for launch of new applications.
- Utilize deep knowledge of digital production process to continually support product teams throughout, during and following launch of apps.
- Act as first point of contact for user questions received through eOne's support mailboxes.
- Evoke company values by writing brand-aligned copy and responding to customer inquiries through eOne's CRM.
- Write and review copy for newsletters distributed to paid subscribers regarding changes to privacy policy.
- Research and plan for app accessibility initiatives.
- Organize and conduct risk-review of in-app assets, digital content and game features within content management system.

Life Preservers First Aid (Toronto) - Program Coordinator

August 2021 - November 2021

- Updated company website design based on user feedback to showcase recurring corporate customers and strengthen brand image.
- Spearheaded design of custom merchandise for staff and customers alongside company founders.
- Updated website daily to reflect new products/courses offered.
- Coordinated & scheduled courses for students across multiple timezones and locations in both Toronto and Vancouver.
- Managed and cataloged orders nationally.
- Shopify / CRM / e-commerce product oversight and maintenance.
- Built relationships with customers and employees to organize group classes for corporate clients.
- Reconciliation and documentation of corporate expenses in Microsoft Excel.
- Trained and onboarded new employees.

Freelance Graphic Design - Designer

September 2020 - Present

- Designed the business proposal for Orillia's City Counsellor for the redevelopment of historical Centre for Arts & Culture.
- Re-branded aforementioned business proposal to fit needs and goals of Orillia's cultural initiative.
- Designed campaign billboards used in the final weeks of Ontario provincial election in collaboration with the Executive Director of the Ontario Health Coalition.

Shaftesbury Productions (Toronto, ON) - Business and Legal Affairs Coordinator

June 2019 - June 2020

- Managed communications with key external stakeholders, legal counsel and broadcast companies to align with production goals and deadlines.
- Worked collaboratively across production, marketing and communications departments to maintain and finance ongoing television and digital series.
- Researched creative support initiatives and submitted grant applications for federal and provincial funding and fostered relationships with financiers.
- Acted as first point of contact for business affairs communications.
- Utilized knowledge of production processes to efficiently organize and prioritize tasks.
- Drafted and kept track of pre & post-production legal contracts and agreements for actors, directors, writers, and composers.
- Coordinated financial agreements, bank closings, budgets, production schedules, and company-wide meeting agendas.
- Data entry and cataloging of distribution, recoupment and ancillary/broadcast rights agreements.
- Directly assisted with all aspects of production financing, including insurance and clearance binder indexing.

Alice Munro Festival for the Short Story (Wingham, ON) - Author Panel Host, Canadian Women in Literature

June 2018

- Wrote detailed script and acted as an on-stage host and discussion leader at a Short Story Festival celebrating Canadian women in Literature.
- Evoked meaningful conversation between a panel of award-winning Canadian novelists, including Scotiabank Giller Prize winners Johanna Skibsrud, Ami McKay, Saachi Koul.
- Moderated Q&A period and formulated discussion topics to highlight points of relevance & interest, offering an inclusive and engaging environment for an audience of all ages.

Pet Portraits Toronto (Toronto, ON) - Owner & Artist

September 2017 - Present

- Self-employed artist drawing custom pencil-sketch portraits of clients' pets.
- Created personalized brand image through design of graphics, packaging and website.
- Manage social media platform and market strategy to reach target demographic and increase sales.
- Sold over 75 commissions across North America.
- Portfolio on Instagram: @petportraits_to

Education

- **George Brown College - Interactive Media Management Postgraduate Certificate 2020 - 2021**
- **Western University - Bachelor of Arts in Sociology 2014 - 2018**

Volunteer

- **Out of The Cold Program Toronto - Kitchen and Serving Volunteering**
- **Frontier College - Children's English & Social Studies Tutor**

Achievement

- **Graduated Honours with Academic Distinction - George Brown College**
- **Dean's Honour List For Academic Averages Eighty Percent and Above - Western University Faculty of Social Sciences**
- **Arts and Humanities Dean's Entrance Scholarship Recipient - Western University**
- **Recipient of Ontario Scholar Award**

Technical Skills

- **Adobe Creative Suite - Illustrator, AfterEffects (Video Production/Editing), Photoshop**
- **HTML + CSS / Web development - Microsoft Visual Studio Code**
- **Copywriting - Captions, brand, short-form and long-form copy**
- **Web Content Design and Graphic Design - Layout, text, interface, illustration and navigation**
- **Content Management Systems - Shopify, Wix**
- **Analytics/Ads tools - Google Analytics & Ads, Instagram analytics & Ads, LinkedIn analytics, Facebook Ads**
- **Microsoft Office Suite - Outlook, Word, Powerpoint, Sharepoint, Excel**
- **Marketing tools - Objectives + key results planning, timelines, milestones and deadlines**
- **User Experience and Interface Design - Research, user testing, design planning + problem solving, prototyping, navigation and engagement optimization**
- **Email Marketing Platforms - SendInBlue**
- **Social Media - Instagram, Facebook, Youtube, LinkedIn**
- **Photography - Event, Product and Landscape**
- **Project Management Tools - Asana, Confluence, Sharepoint**