



## CONTACT

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🌐 [www.asklc.ca](http://www.asklc.ca)

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## SOME PAST CLIENTS

- Carry Corp
- Flight Centre
- Havana Club
- Hexo
- OLG
- Secret Walls
- SheaMoisture
- Sid Lee
- Simply Bare Organic
- Starbucks
- Superette
- TikTok
- Unboxed Market
- Ungava Gin
- Vans Canada
- Vice Media

# LINDSEY CEPEK

## Partnerships & Brand Strategist

Aligning top brands, creatives and content producers to develop holistic experiential, partnership, and revenue opportunities through strategic media sales & marketing planning for both boutique and major companies and organizations.

## WORK EXPERIENCE

### UNIVERSAL MUSIC GROUP FOR BRANDS

Senior Accounts & Business Development 2021 - 2022

- A boutique media & music strategy agency within the global Universal Music Group network, working with top-tier brands and talent
- Partnership development and event execution for client Tilray, showcasing their portfolio's key brands
- Media sales and amplified artist content strategy

### ASK LC

Creative & Communications Consultant 2016 - 2022

- Generating marketing driven results for an array of clients, specializing in Arts & Culture. Highlights include:
- Vans Canada - organizer of House of Vans Toronto 2018
- Superette Cannabis - content strategy & social media management
- Narrative PR - internal & external copywriting
- Sid Lee - influencer content acquisition for Starbucks, social media management for TikTok

### ADEPT COMMUNICATIONS

Digital Media, Partnerships & Marketing 2017 - 2019

- Managed the consumer launch of HEXO cannabis and the award-winning cross Canada #neverjadedtour
- Marketing and talent acquisition for Unilever's Canadian launch of SheaMoisture
- Creative and influencer marketing strategy for multiple brands under the Corby portfolio

### VICE MEDIA

Brand Events & Account Management Contract 2016

- Managed and tracked project budgets to ensure effective deployment and spend in line with budget for Toyota (client); supporting the Events Director in planning and executing internal & press events

### DRAKE HOTEL PROPERTIES

Marketing & Brand Specialist 2012 - 2015

- Managed all internal & consumer facing marketing campaigns and stakeholder relations by coordinating concepts and initiative from ideation to execution

## EDUCATION

### WILFRID LAURIER

Hons. B.A. Communications & Cultural Studies 2005 - 2009

### HUMBER COLLEGE

Post-graduate Certificate in Public Relations 2010 - 2012