

Sean Embury

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Work Experience:

2009-Current, Creative Development Consultant

The National Film Board of Canada, Vancouver, BC

- Working with a small team designing NFB Interactive
- Developing a regular slate of programming for the site.
- Collaborating with artists to create innovative original online content.
- Bringing stories to life working with the country's best interactive talent.
- Exploring new communications forms and interactive technologies.

2008-2009, Creative Director

Fjord/Cossette, Vancouver, BC

- Lead a 10 person creative team producing advertising, web sites, promotional video, social media for companies such as McDonald's, Future Shop, Tourism BC, Vancouver Olympic Organizing Committee, BC Government, Allstream, and Ronald McDonald House Charities.
- Oversaw the creation of concepts, storyboards, and presentation materials.
- Presented advertising and design concepts and rationale to clients, mentored and prepared creative teams for presentations.
- Worked closely with company directors to review client strategies and develop strategic, innovative recommendations.
- Played a key role in new business development.

2007, Senior Producer

Canadian Broadcasting Corporation, CBC Television - Exposure, Vancouver, BC

- Created the show's concept and pitched it to network.
- Leading role in the production of the show. Developed budget, production schedules, and staff; oversaw casting, set development, line-up creation, writing, shooting and performance, editing, and post-production.
- Led a major project partnership with Yahoo! Canada.
- Served as the primary media contact, giving over 40 newspaper, television and radio interviews during its run.
- Developed and executed the show's outreach strategy.
- Oversaw the creation of the show's visual identity.
- Designed the show's website and managed its technical development.

2005-2006, Producer

Canadian Broadcasting Corporation, CBC Television - Zed, Vancouver, BC

- Coordinated weekly online production of Zed.cbc.ca with three TV shows.
- Managed the creative, editorial, and technical production of the site.
- Led co-productions with other CBC shows.
- Built business partnerships with Apple iTunes and Yahoo! Flickr.
- Led the re-development of Zed visual identity and marketing collateral.
- Directed season four redesign of Zed.cbc.ca.

2002-2005, Coordinating Producer

Canadian Broadcasting Corporation, CBC Radio 3, Vancouver, BC

- Oversaw editorial and design production of cbcradio3.com magazine.
- Managed creative, editorial, and technical production of 120seconds.com
- Participated in the development of Radio 3 brand and marketing collateral.
- Produced feature arts content for national radio and web network.
- Led online co-productions with other CBC shows and properties.
- Developed national community outreach and special entertainment events.

1997-2002, Creative Director

Web Design Group/Divine, Chicago, IL

- Managed a 10 person creative team responsible for development of web sites and applications for clientele that included United Airlines, McDonald's, Navteq, Visa, Nike, Chicago Stock Exchange, H2O+, Midas, and Motorola.
- Generated strong concepts and championed ideas with enthusiasm.
- Lead interactive creative teams in concept creation and user experience
- Oversaw the creation of concepts, storyboards, and presentation materials.
- Presented advertising and design concepts and rationale to clients, mentored and prepared creative teams for presentations.
- Developed corporate brand and marketing materials.
- Played a key role in new business development.
- Managed team and client relations through company acquisition in 2001.

1995-1997, Partner/Design Director

Advanced Image Management, Ltd., Regina, SK

- Directed company sales and marketing initiatives.
- Managed a 15 person creative and technical team responsible for development of web sites and applications for clientele that included Samuel L. Jackson, Carol Alt, Bermuda Tourism, The City of Regina, Tourism Regina, Saskatchewan Economic Development, and Saskatchewan Energy and Mines.

Education:

1988-1992 Luther College, University of Regina
Bachelor of Arts, English Literature

Areas of Expertise:

My expertise is in multi-platform digital content strategy, content development, content marketing, branded entertainment, advertising ideation, media production, information architecture, interface design, brand strategy, and writing.

Awards and Nominations:

- Cassie Award, Best Insight, "Never Stop. Milk", 2008
- Banff World Television Award, Internet Only Programming, NFB - FIR, 2008
- Webby Award, Best Documentary Series, NFB - FIR, 2008
- Flashforward Award – Best Narrative Site, NFB - FIR, 2007
- Canadian New Media Award – Best News and Information Site, NFB - FIR, 2007
- United Nations World Summit Award Nomination, NFB - FIR
- Gemini Award Nomination – Best Cross Platform Project, Zed, 2006
- Canadian New Media Award Nomination – Excellence in Cross Platform, Zed, 2006
- Art Directors Club of New York Annual Award – Gold Medal, Radio 3 Magazine, 2004
- Communication Arts, Award of Excellence, Entertainment, Radio 3 Magazine, 2004
- New York Festivals, Grand Award, Best New Format, Radio 3 Magazine, 2004
- Webby Award, Broadband, Radio 3 Magazine, 2003
- Webby People's Voice Award, Broadband, Radio 3 Magazine, 2003
- Webby People's Voice Award, Radio, Radio 3 Magazine, 2003
- Communication Arts, Award of Excellence, Entertainment, Radio 3 Magazine, 2003
- New York Festivals, Gold Medal, Radio 3 Magazine, 2003
- Communication Arts, Award of Excellence, Entertainment, 120Seconds.com, 2002
- Prix Italia, Web Arts and Drama, 120Seconds.com, 2002