

DENNIS HARRINGTON

CREATIVE SERVICES | BRAND STRATEGY | PROPOSAL DEVELOPMENT

Hamilton, Ontario | gacreative.ca | LinkedIn: [denniskharrington](#)

Creative services leader with 15+ years of experience building multidisciplinary teams and developing brand strategies, executive presentations, strategic proposals and integrated campaigns. Partners with executives, sales teams and subject specialists to turn complex business priorities into clear, persuasive communications. Combines creative direction with practical oversight of people, partners, budgets and delivery.

CORE EXPERTISE

Creative services leadership • Proposal development • Executive presentations • Sales enablement • Strategic storytelling • Brand governance • Creative operations • Team development • Website strategy • Content governance • AI-supported workflows

PROFESSIONAL EXPERIENCE

Intersure

Strategic Creative Consultant | 2024 to Present

- Advise executive leadership on website redevelopment, digital strategy, content governance, member communications and brand experience.
- Partner with subject specialists and technology vendors to align business objectives and member needs; develop content standards and user experience recommendations.

Hamilton Health Sciences Foundation

Creative Director | February 2025 to June 2026

- Directed the strategic redesign and launch of the Foundation's website, including information architecture, user experience, content organization, accessibility and implementation.
- Developed strategic proposals, executive presentations and persuasive communications supporting fundraising initiatives and organizational priorities.
- Aligned executive, fundraising, clinical and creative stakeholders with agencies, developers and vendors; managed priorities, budgets and production workflows.
- Established creative governance, editorial standards and quality assurance processes; introduced AI-supported content and workflow improvements.

Toronto Film School

Instructor, Digital Graphic Design | June 2024 to Present

- Develop and deliver courses, workshops and critiques in design, branding, digital imaging, marketing communications and interactive media.
- Mentor emerging designers in concept development, presentation, portfolio development and professional practice.

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PROFESSIONAL EXPERIENCE, CONTINUED

Lawrie Insurance Group

Director of Marketing and Communications | 2016 to 2025

- Directed a complete rebrand spanning visual identity, messaging, website strategy and customer communications.
- Developed scalable brand systems and simplified complex insurance information for digital and customer-facing experiences.
- Partnered with executives on strategic presentations and growth initiatives; managed agencies, budgets and creative resources and mentored a collaborative team.

Grand National Apparel

Senior Marketing Manager and Creative Lead | September 2013 to October 2016

- Directed creative strategy, campaigns, photography, video and digital experiences for retail brands and nonprofit organizations, including Matthew McConaughey's Just Keep Livin' brand and foundation.
- Helped increase Just Keep Livin' sales by 50% through integrated campaigns, strategic partnerships and customer-focused storytelling.
- Developed national retail partnerships and co-produced an Austin City Limits fundraising event that earned coverage on Good Morning America.

Bluenotes

Senior Graphic Designer | June 2010 to August 2013

- Helped launch the company's first e-commerce platform and developed integrated digital, advertising and in-store campaigns.
- Designed and launched a product line built around original graphics and concepts, generating over \$1 million in first-year profit.
- Partnered with Kids Help Phone and Simple Plan on a national youth mental health fundraising campaign.

EDUCATION

Redeemer University | Bachelor of Arts (Commerce), December 2007

Mohawk College | Diploma in Digital Graphic Design, Honours, April 2009

TOOLS & PLATFORMS

Creative: Adobe Creative Cloud, Figma

Digital & analytics: WordPress, SharePoint, Google Analytics, Power BI, SEMrush

CRM: Salesforce, Microsoft Dynamics, HubSpot, Applied

Operations: Microsoft 365, Monday.com, Asana, Microsoft Project, Slack

AI & learning: ChatGPT, Jasper, Brightspace, LearnUpon