

# BACKGROUND

## SHORT BIOGRAPHY

Schooled in Graphic Design, Business Advertising & Marketing, Dylan Weller is also a certified photographer and is fluent in many design tools. Dylan improves design and user navigation by drawing on extensive UX/UI design experience. With his signature Rock 'n' Roll threaded tranquility, he is ready for whatever the world has to throw at him.

## BRAND BUILDING:

Brand building not only increases the voice and consumer awareness of a brand—it also establishes a brand's identity and worth. Equipped with the skills to carry your concepts, ideas and solutions to the next level so you have more confidence in your business and your products. Your future successes start with you, Dylan, and an open creative brainstorming session.

## SOCIAL MEDIA MARKETING AND AUTOMATION

Get better results and engagement with goal-based ad campaigns. Dylan can not only design and produce creative custom multi media but assist in building and scheduling automated campaigns that will resonate with your audiences and drive results. These campaigns include detailed timelines, schedules and content designed for your unique audiences.

# EXPERIENCE

## PAST EMPLOYMENT

### DC MUSIC A/V Canada (2022-2023)

Audio Video Rental & Installation company - **A/V Tech**

Set up and operate A/V equipment, Troubleshoot technical issues

Provide technical support. Strike and organize gear effectively and efficiently.

### Smoking Room Only (2022-2023)

Booking & Promotions Company - **Director of Digital Media**

Booking artists and providing digital and print promotional items. Maintaining

website, social media accounts, branding and merchandising. Live Event

Photography and Video Services.

### Scrap Film Productions (2020-2022)

Independent Film Production Company - **Director of Photography**

D.O.P. & Production Manager for a variety of Music Videos, Short films,

International Festivals and Performances. (1,000,000+ Views on Facebook)

### Indie Week (2014-2020)

Music Festival + Industry Conference - **Director of Digital**

Worked with clients including Mill St. Brewery, Jack Daniel's, Slaight Music,

City of Toronto, Seneca College, Ole Media Management, Israel Consulate,

CD Baby, LyricFind, ProChile, ACTRA, MusicOntario, Thompson Hotel & More.

>> Managed All Graphic Design, Branding and Multi Media across Multiple Websites,

Social Media, Print and Promotional Items.

>> Had a leading role in creative marketing campaigns to increase artist sign ups

as well as an increase in ticket sales.

>> Managed small teams in multiple locations over a variety of time zones.

>> Built, managed and improved automated systems to optimize various tasks to save

time and money such as "Automated Artist Application Systems", More Optimized "Artist

Booking Systems" as well as implementing Social Media Automation tools for increased

social media engagement.

>> 4+ Years Event Photography + Event / Production Management Experience

>> Had a leading role in launching new live events such as "Indie Beer Fest",

"Live at the Ballroom" and "Indie Week Student Sessions".

### DylanWeller.com (2012-2023)

Photography, Videography & Digital Design Services, - **Digital J.O.A.T.**

Worked with clients including Jack Daniel's, Eight O'Clock Coffee Company, Superior

North CFDC, Much Music Video Awards, CD Baby, HopCity Brewing Co., PrideToronto,

Mikhael Kale, Seeds for Eco Communities, Cape Breton Tourism, Blood Brothers Brewing

Co., Clocks & Colors, Mahon Electric, Imagiscape, Slate Island Brewing Company, Finger

Elleven, Monster Truck, Krampus Ball, Northern Computers, DJ ICOSA, The Leopard Pack,

Bestival, BaySafe, Hungry Pets, Global Pet Foods, Tyson "The Wrestling Machine" Dux,

Macramash, DJ Quy, Hugo the Poet & More!

>> 7+ Years Experience in Professional Photography

Visit: [DylanWeller.com/photography](http://DylanWeller.com/photography)

>> Various Commercial Production Assistant and Set Skills Photography Experience

>> Photographed 100+ Canadian & International Acts

>> Specialized in Live Performance, Event Photography and Portrait Photography.

>> Published on multiple music news and review outlets including, Slaight Music,

Canada's Got Talent, Canadian Musician, EXCLAIM Magazine, BlogTO, POP Montreal,

NOW Magazine, Canadian Music Week, SeeRockLive, Spill Magazine, IXNE, Dropout

Entertainment, Neurotic Entertainment, Hamilton Allibi, Trumpet Smash etc.

>> 4+ Years Video Production & Video Editing

Visit: [DylanWeller.com/vids](http://DylanWeller.com/vids)

### SVS Marketing (2018-2020)

Marketing Company - **Freelance Digital Design & Production**

Worked with clients including Jack Daniel's, Canada Real-estate, Massey Hall

Sam Roberts Band, Moist, The Super Group, F. Scott & The Night Hawks, Safari

Jeff & More

### Hail Sk8n Board Co. (2012-2015)

C.E.O. Of G.N.A.R. - **Digital | Graphics | Web | Production**

A web based Skateboard & Clothing Company

### Canadian Broadcasting Corporation. (2014)

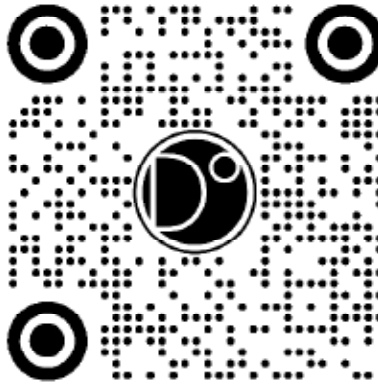
Camera Crew Assistant - **Camera Assistant at T.I.F.F.**



**DYLAN WELLER**  
*"Digital Jack of all Trades"*

Portfolio

[DylanWeller.com](http://DylanWeller.com)



Contact

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Website:

[DylanWeller.com](http://DylanWeller.com)

Instagram

[@DylanWellerPhotography](https://www.instagram.com/DylanWellerPhotography)

Spotify



# EDUCATION

 (2009-2014)

## GEORGE BROWN COLLEGE: SCHOOL OF GRAPHIC DESIGN

Graphic Design, Corporate Design, Digital Design, Editorial

## GEORGE BROWN COLLEGE: BUSINESS & MARKETING

Advertising, Marketing, Project Management

## HOLLYWOOD ART INSTITUTE

Photography Certification

## THE INTERNET

[1996-2022] - All The Things

14Day Filmmaker | MasterClass | CourseEra | Johns Hopkins University

Youtube Tutorials | Dataversity | Google Scholar | Coding is for Losers

# SOFTWARE

## FLUENT IN MAC & PC

## ADOBE ACROBAT SUITE

PhotoShop, Lightroom, PremierPro, Illustrator, AfterEffects, InDesign, Sparks

## WEBSITE DEVELOPMENT

WordPress, Squarespace, Visual Composer, Instapages, TagDiv,

Elementor, Sublime, Printify, Shopify Commerce

## SOCIAL MEDIA MANAGEMENT & AUTOMATION

Zapier, IFTTT, Google Scripts, Hootsuite, MeetEdger, Tailwind, SocialReport,

Canva, Laterly, AdobeActions, MailChimp, Link.Tree, Gravity Forms, Magisto

## PROJECT MANAGEMENT TOOLS

Google G-Suite, Asana, Zapier, Fontbase, WeTransfer, CyberDuck

## ADVERTISING & MARKETING

Facebook / Instagram Ads, Google Ads, Youtube Ads, Merchandising,

Video Content, Gorilla Advertising, Email & Sales Funnels, Street Team

Marketing

## DATA & ANALYTICS

GoogleSheets, DocStudio, Keyhole, Supermetrics, Zapier

## OTHER

SketchUp [3D Architecture Modeling], Blender, Articulate360 & Storyline

# SKILLS

## FILM PRODUCTION + LIGHTING EXPERIENCE

5+ years experience with Nikon & Sony Camera Gear as well as various

accessories ie: Gimbals, Steadicams, lapel and Boom mics and professional

lighting mechanisms in public and studio environments.

## CREATIVE DESIGN & MERCHANDISING

Ability to design unique graphics for specific print or merchandising

materials as well as over see production to make sure budgets are

kept low yet realistic and perceived item value, high.

## SPECIALIZED IN

Digital Design & Content Creation, Photography, Video Editing, Web Development,

Brand Building, Social Media Automation, Print & Production, Database

Management, System Building & Marketing Funnels.

## TEAM MANAGEMENT

6+ years managing digital and print creative as well as assisting in

developing and executing marketing campaigns for an international music

festival & industry conference. Plus experience managing teams of various