AYO GREEN

Communications & Marketing Manager | Brand & Design Strategist | Community Engagement

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PROFESSIONAL SUMMARY

Communications and marketing professional and Senior UX/UI Designer with 10+ years leading brand strategy, content, campaign execution and graphic design for enterprise, consumer, non-profit and government-facing organizations. My background includes brand and design strategy work through Pitch Black Digital, where I developed brand positioning, content calendars, newsletters, social channels and thought-leadership writing for clients across Canada and the Caribbean. Also founder of Smile Dominica, a non-profit supporting disenfranchised children and youth in Dominica, where I've developed funding and partnership proposals and led donor and grant communications. Experience delivering brand campaigns for national restaurant and retail chains. Scarborough resident with deep local roots and an established creative network across the Toronto arts and culture community.

CORE EXPERTISE

Communications Strategy • Marketing & Brand Campaigns • Content & Copywriting • Senior UX/UI Design • Graphic Design • Social Media Management • Email/Newsletter Marketing • Community Outreach & Partnerships • Funding & Partnership Proposals • Grant & Donor Communications • Event Support • Stakeholder Engagement • Project Management • Team & Contractor Management • Visual Design (Adobe Suite, Canva, Figma) • WordPressFramer, Elementor

PROFESSIONAL EXPERIENCE

Brand & Design Strategist Pitch Black Digital, Toronto, ON

Design and strategy consultancy delivering brand, marketing and communications work for clients across Canada and the Caribbean.

- Lead end-to-end communications and marketing strategy for the consultancy and its clients, including brand positioning documents, content calendars and campaign planning.
- Write and design marketing and communications materials, including newsletters and social media content.
- Manage the full production and publishing pipeline for client websites and marketing assets, coordinating with contractors and stakeholders to hit delivery timelines.

Senior UX/UI & Product Designer Web Worx Labs, Toronto, ON

Managed client projects end-to-end as project lead across a multi-account design portfolio spanning healthcare, manufacturing and government sectors.

- Project-managed client engagements from kickoff through delivery, owning timelines, scope and stakeholder communication across a portfolio of simultaneous accounts.
- Led a design team through discovery, strategy and execution, assigning work, reviewing output and ensuring consistent quality and brand voice across every client deliverable.
- Served as primary client-facing point of contact, translating business requirements into project plans and managing expectations through regular status updates and presentations.
- Partnered with cross-functional teams and external stakeholders across healthcare, manufacturing and government engagements to translate business goals into clear, accessible communications and digital experiences.
- Ran stakeholder workshops and research sessions that aligned teams early and reduced rework across simultaneous client engagements.
- Raised accessibility standards (WCAG) across enterprise platforms, ensuring digital communications reached the widest possible audience.

UX/UI Designer & Digital Designer Fine Foods Inc., Caribbean Region

Designed marketing campaigns and customer-facing communications for a multi-brand restaurant and retail portfolio.

- Designed and helped execute marketing campaigns, promotional materials and in-store/digital signage for national restaurant and retail brands including KFC, Pizza Hut, Subway, Save-A-Lot, Nissan and Suzuki.
- Produced landing pages, email campaigns, social assets and print collateral that kept brand messaging consistent across every customer touchpoint.
- Worked directly with marketing teams and business stakeholders to protect brand standards across a multi-brand portfolio under tight campaign deadlines.

COMMUNITY & NON-PROFIT LEADERSHIP

- Founder, Smile Dominica: lead a non-profit organization supporting disenfranchised children and youth in Dominica, overseeing programming, communications and community/donor engagement; developed funding and partnership proposals covering project narrative, community outreach planning, budget detail and supporting presentation decks.
- Active member of the Toronto arts, design and Caribbean-Canadian creative community, with an established network of collaborators and partners.

EDUCATION

E-Business Management, University of Toronto
Digital Media Design, George Brown College
Commercial Marketing, Seneca College

TOOLS

Design & Content: Adobe Creative Suite (Photoshop, Illustrator, XD), Canva, Figma | Marketing: Email/newsletter platforms, social media scheduling, WordPress/Elementor | Collaboration: Jira, Confluence, Agile workflows