AQUIL VIRANI

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> ***I'm an artist, graphic designer and speaker.*** ★
> *I channel the creative power of an artist and the strategic insight of a marketing professional through various media to tell stories, communicate ideas and motivate people to improve their lives by taking action.*

HIGHLIGHTS

- ★ **Bachelor of Arts (Philosophy, Marketing).** McGill University • *Montreal, QC, 2012*
- ★ **Major Scholarship Recipient,** J.W.McConnell Major Scholarship (Academics + Leadership Involvement).
- ★ **Member,** Society of Graphic Designers of Canada (GDC), with **5+ years** of graphic design experience
- ★ **First ever** solo art show(s) at McGill University and **first ever** art-and-improv show at Montreal Improv
- ★ **Featured visual artist** on CBC, Radio-Canada, CTV, Global News, NPR, The Link, Leacock's, CUTV, and more...

CREATIVE INDUSTRY EXPERIENCE

Communications Consultant & Graphic Designer, L'Oréal Canada • *Montreal, QC, 2011 - 2014*

Previous titles: Education Project Leader; Marketing Intern; National Runner-Up in L'Oréal Brandstorm Competition

- ★ **Led strategic development of brand image for $30M/year Canadian haircare brand (Matrix)**
- ★ **Designed high volume of marketing collateral** including magazine (25K monthly copies), merchandising materials for 100+ distributor stores, print advertisements in ELLE, Chatelaine, Salon and CanHair Magazine, web and social media imagery for campaigns, newsletters & contests and official flagship hair salons
- Development of nation-wide introductory hair color training program for 100+ salon educators
- National and international travel for industry-related and internal events and meetings

Co-Founder & Visual Artist, Canada's Self Portrait • *Across Canada, 2014 - present*

- ★ **Launched coast-to-coast art project** exploring the concept of Canadian identity
- ★ **Surpassed fundraising goal of $2000** on public *Indiegogo* campaign
- Secured over 10 press opportunities including 2 on television, 5 on the radio, and several more in print.
- Managed trip operations including participant outreach, video footage and social media updates
- Designed multimedia campaign including logo, webpage, handouts, marketing materials & press kit
- Prepared, organized and monitored $5000+ budget

Artist, designer and speaker, Freelance business *aquil.ca* • *Montreal, QC, 2008 - present*

- ★ **Served hundreds of design clients** including L'Oréal, Maybelline, McGill University, Centaur and many more
- ★ **Featured on television, radio and in print** on CBC, CTV, Global News, NPR, The Gazette and many more
- Dozens of live painting events with L'Oréal, Dans la rue, TEDxMcGill, Paul Smith's College and more
- Spearheaded small business operations including lead generation, account management and invoicing

Teaching Assistant, Sameer Mathur PhD (Marketing), McGill University • *Montreal, QC, 2011 - 2013*

- Created, edited re-branded and disseminated educational materials on Marketing Management
- Trained intern to develop materials according to brand guidelines and PowerPoint templates
- ★ **Amassed over 450 000 views** from 96 countries on Slideshare over 2 years

Visiting Artist & Speaker, Paul Smith's College • *Paul Smith's, NY, US, 2013, 2014*
Youth Art Workshop Facilitator, Overture With The Arts • *Pierrefonds, QC, 2013 - 2014*
Performer & Volunteer, Montreal Improv Theatre (Conservatory) • *Montreal, QC, 2013 - present*
Brigade Leader, Pep Band of McGill Athletics • *Montreal, QC, 2009-2012*
Illustrator & Writer, McGill Daily Newspaper • *Montreal, QC, 2009 - 2011*
Head Boy (Prefect), Southridge Secondary School • *Surrey, BC, 2007 - 2008*

> *One doesn't typically associate the high academia of a university like McGill with talented, driven artists... There are, however, those standout individuals who make the effort to follow their artistic ambitions despite their environment; Aquil Virani is one of them.*
> ***- Garrett Cosgrave, Leacocks' Magazine***

Print Design	✪ ✪ ✪ ✪ ✪ ●
Visual Art	✪ ✪ ✪ ✪ ✪ ●
Public Speaking	✪ ✪ ✪ ✪ ✪ ◐
Copywriting	✪ ✪ ✪ ✪ ● ●
Promotion Strategy	✪ ✪ ✪ ✪ ◐ ●
Singing "Madonna"	✪ ● ● ● ● ●

DISCOVER MORE ABOUT MY STORY AT AQUIL.CA