

Resume

Nick Goard



Brand & Marketing Leadership
Based in Toronto, ON, Canada



Creative and brand leader with 15+ years of experience operating across brand, product, and growth. Known for building marketing and creative operating systems that translate strategy into execution as organizations scale. Trusted partner to founders and executive teams in agency, in-house, and founder-led environments.

Core Capabilities

Brand & Marketing Leadership

Brand systems, governance, positioning, GTM support.

Growth & Execution

Lifecycle, CRM, paid channels, conversion-focused.

Creative Operations & Systems

Marketing systems, workflows, documentation, scale.

Executive & Cross-Functional Collaboration

Founder partnership, product, growth, offshore teams.

Education

University of Guelph, Business Certificate	2008
University of Guelph, BA, HCI	2006
Humber College, Multimedia Design	2004

Recent Experience

Science & Humans, Head of Brand Marketing
Sep 2025 – Feb 2026, Full-Time/Contract

- Led brand and creative governance across digital, CRM, and paid channels at scale.
- Partnered with executive leadership on growth initiatives, CAC/ROI analysis, and GTM planning.
- Supported the oversubscribed close of Series A funding by establishing marketing operating systems.

Revolver Studios Inc., Founder & Creative Director
May 2024 – Present, Part-Time

- Founded and built a creative platform focused on scalable brand, product, and licensing systems.
- Designed and led brand identity, UX/UI, and platform architecture from initial concept to launch.
- Built modular, automation-driven tooling for artist onboarding, licensing, and creative workflows.

JY Group Inc., Creative Director → VP of Marketing
Nov 2022 – Apr 2024, Full-Time

- Led marketing, brand, and creative strategy with executive-level ownership and revenue responsibility.
- Built and managed a scalable offshore creative network to support growth-focused ROI.
- Developed and executed brand systems for international commercial real estate clients.

Related Experience

Publicis, Associate Creative Director	2022
Aimtal Global, Design Director	2021-2022
The Creative Co-Opt, Digital Manager	2018-2021
TBWA, Creative Strategist	2015-2018