

janine ramLochan

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arts

Artistic practice explores issues of identity construction, diasporic experience and gender politics

FILMOGRAPHY / *artistic director, experimental filmmaker* / 2008—

2019 / *Demons* (4:40) / experimental short (music video) / co-produced with Miss O (a Belgium - Italy - Canada co-production)
2014 / *CYOA Rhythms* (8:00) / 2-channel video installation
2011 / *Carne Vale* (2:35) / experimental short
2009 / *Unmentionable* (1:55) / experimental short
2009 / *Glimpse* (1:00) / experimental short
2008 / *Moving Water* (:45) / experimental short

RECENT EXHIBITIONS /

2015 / *Pan Am & Parapan Am Games* / Share the Love Celebration Square, Mississauga / Commissioned by the City of Mississauga / Artist talk hosted by Art Gallery of Mississauga

2014 / *Trinidad & Tobago Film Festival* / New Media Program Medulla Art Gallery, Port of Spain

2014 / *Carnival Project* / hosted by Batala New York Littlefield Eco-club, Brooklyn (Gowanus) New York

2014 / *INSERT2014* / New Models for Common Ground Mati Ghar, Indira Gandhi National Centre for the Arts, New Delhi (in collaboration with Sarai - Centre for the Study of Developing Societies)

2013 / *Sarai 09: Projections - The Exhibition* / Devi Arts Foundation, New Delhi (in collaboration with Sarai - Centre for the Study of Developing Societies)

2011 / *The Annual* / Living Arts Centre Gallery, Mississauga (in collaboration with SAVAC - South Asian Visual Arts Centre)

PUBLICATIONS /

2013 / *Taking Flight: Perspectives from the Depths of an Ideas Factory*
Sarai Reader: 09 Projections / Sarai (Centre for the Study of Developing Societies), New Delhi

GRANT AWARDS /

2015 / *Canada Council for the Arts* / Media Arts Travel
2014 / *Ontario Arts Council* / Exhibition Assistance
2014 / *Canada Council for the Arts* / Media Arts Travel
2011 / *Ontario Arts Council* / Access & Career Dev't

Grants were awarded in support of exhibition dev't and/or market dev't related travel / New York, New Delhi and Port of Spain

ADVISORY /

2017 / *Toronto Arthouse Film Festival* / Juror

2016 / *Ontario Arts Council* / Media Arts (Organizations) Project Grants / Juror

2016 / *Ontario Arts Council* / Media Arts (Organizations) Multi-Year Funding / Advisor

strategy work

Four continents were my canvas...
allowing me to bridge conceptual ideas with an
interest in human behaviour, cultural dynamics
and media consumption

TAXI TORONTO / *sr. strategist* / 2006 & 07 (contracts)

REGION: CANADA / CLIENTS: JAMIESON, MCCAIN'S

Managed repositioning projects from market analysis to research design

CLM BBDO PARIS / *global planning director* / 2005 (contract)

REGION: GLOBAL (key innovation markets) / France, Germany, Spain, UK, Poland, Czech Republic, Russia, China, India, Taiwan, Australia, Canada, USA, Mexico

CLIENTS: WRIGLEY GLOBAL - Hubba Bubba, Airwaves, Orbit, Extra, Freedent

Managed global positioning work from concept dev't & research to briefs

Led 3 key global innovation projects:

1. dev't + implementation of global workshops to refine a global repositioning with individual country teams
2. developed a global kids portfolio management strategy
3. developed a global flavour strategy model

Supervised a junior global planner

OGILVY TORONTO / *sr. strategist* / 2005 (contract)

REGION: CANADA / CLIENTS: UNILEVER (Dove, SlimFast)

Post-launch analysis of Dove's *Campaign for Real Beauty* for int'l case study; Canada was the lead market for global launch of *Campaign for Real Beauty*

Led initiatives to stimulate cultural/ societal change as it relates to beauty stereotypes

Supervised a junior planner

DENTSU ASEAN BANGKOK / *regional planner* / 2003-04

REGION: ASEAN / Thailand, Vietnam, Indonesia, Malaysia, Singapore

CLIENTS: KAO (SEA) / Laurier, Attack, Merit (Kao was the "Asian P&G equiv")

Managed regional clients' needs:

- led brand vision, positioning and creative strategy direction for all regional initiatives
- managed research to garner consumer insights and build team understanding of disparities in culture, language, politics, religion and economics
- developed strategies to address distribution, pricing and promotional issues

Aided local offices:

- enhanced data analysis, information gap identification, definition of local strategic direction
- conducted workshops to build local skill sets in brand positioning & creative strategy

Appointed new member of the global planning team for Laurier brand in Tokyo:

- developed global positioning and creative strategy directions, global creative guidelines and research directions to garner and evaluate common insights across all countries

Acknowledgements:

- given direct reporting line to Tokyo within 3 months
- elevated to the global planning team in Tokyo within 6 months

FCB NEW YORK / *account exec.* / 2000-01

REGION: USA

CLIENTS: KRAFT (Cool Whip), METLIFE (Dental), SUNBEAM (Mr. Coffee), New Business

Responsible for all aspects of account management and strategic planning

Acknowledgements:

- work of the Cool Whip team led to winning Jell-O brand without an agency pitch
- transferred to FCB NY's interactive division to facilitate integrated communications process between traditional advertising and interactive division, and work on new business
- used as a "strategic troubleshooter" for difficult strategic problems and new business pitches

HARROD & MIRLIN TORONTO / *sr. account manager* / 1996-99

REGION: CANADA / CLIENTS: KRAFT (Oreo, Chips Ahoy!, Planet Snak, Mr. Christie, Air Crisps, New Products), LEVI STRAUSS & CO (Levi's, 501, SilverTab, Dockers)

Strengthened team understanding of regional differences (Que, Eng Canada and US) in needs, behaviour and attitudes

Led brand vision, positioning, creative strategies and consumer research for two umbrella strategy launches (in addition to entire portfolio of cookie brands)

Managed initiatives to grow cookie & cracker categories, to penetrate confectionary and chip categories and to launch bridge category products

Led creative dev't, media planning and production processes for integrated media; ensured creative synergies were achieved across all consumer touchpoints, to maximize campaign impact

Acknowledgements:

- Planet Snak launch grew sales +29.9% VYA on primary featured brands (Oreo, Chips Ahoy!, Ritz Bits Sandwiches) and +9.6% on remaining portfolio (13 brands) in the first six months
- Planet Snak strategy was highlighted as a model for kids' brands across FCB and Kraft global networks
- promoted and transferred to FCB New York

SAATCHI & SAATCHI TORONTO / *acct. coordinator* / 1995-96

REGION: CANADA / CLIENTS: P&G (Tide, Oil of Olay, Ivory, Cascade, Comet, Spic & Span)

Involved in North American strategy harmonization project; worked with Canada/ US teams to define regional differences in habits, needs, perceptions and market differences betw. the US, Eng & Fr Canadian markets

Involved in global relaunch project; worked with Canada-UK teams to define global relaunch strategy for Oil of Olay (Canada was the North American test market for a global brand relaunch)

teaching

CENTENNIAL COLLEGE TORONTO / *instructor* / 2005

COMM. ARTS PROGRAM / Strategic Planning

MAHIDOL UNIVERSITY BANGKOK / *instructor* / 2003
COLLEGE OF MGMT / INT'L MBA / Business English, Business Presentation

education

Ryerson University / *bfa new media*

2015— / TORONTO

Minors: Global Narratives, English Lit.

University of Toronto / *certificate, creative writing*

2015— / TORONTO

Institute of Communication Agencies / *caap*

1996 - 1998 / TORONTO

2 Year CAAP (Certified Ad Agency Practitioner) Program focused on integrated communications, brand & creative strategy and creative dev't

(program has since been displaced by various int'l programs of the Miami Ad School)

High School

1989 - 1993 / TORONTO / HOBART

1989-91 & 93 / Thornlea Secondary School, Thornhill Ontario / CANADA

1992 / Hobart College, Mt. Nelson Tasmania / AUSTRALIA
