

# CAROL K. SIGURDSON

AKA CARRIE  
BRAND  
SPECIALIST  
& IDEATOR

Quizz.

## BACKGROUND

- My friends and family call me **Carrie** but I'm widely known as **Quizz**. I was **born in Tehran, Iran** to Canadian diplomats and **grew up in Jamaica**.
- I recently relocated to Toronto after spending over 20 years building a solid and noteworthy career in Jamaican entertainment & popular culture (event promotion, music & media), specializing in graphic design, brand imaging and marketing before branching out into the restaurant business in 2011.
- I'm passionate about connecting people and things through stories, music and cultural experiences.

## EDUCATION

Immaculate Conception High | Jamaica / '93

OCAD University / '95 - '97

Advertising, Bachelor of Design Program

- Advertising Design
- Digital & Mass AD Design
- Drawing: Visualization
- Photography for Communication

York University / '97 - '98

School of the Arts, Media, Performance & Design

- Typography: Letter and Word
- Drawing for Design
- Visual Interaction Design

## AWARDS

### ✓ JAAA Media Awards 2007

WHADDAT?com

- Certificate of Appreciation for sterling contribution to the Jamaican advertising industry
- Nominated for Best Multi Media Platform

### ✓ Jamaica Oaks Ladies' Day 2009

Honouree

Recognized for outstanding achievement in the Jamaican Entertainment industry



## SKILLS

Application

Audacity

Social Media

Adobe Illustrator CS6

Adobe Photoshop CS6

Adobe Premiere Pro CS6

Personal Skills

Creativity

Communication

Logic & Critical Thinking

Voice & Acting Talent

Photography

Customer Satisfaction

## REFERENCES

**Scott Dunn**

Dream Entertainment CEO

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**Nasha Douglas**

Founder & CEO - NMDInc

Chief Marketing Officer - Digicel Jamaica [fmr]

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@Quizzlette  
en.wikipedia.org/wiki/Quizz



The Beaches  
Toronto, ON

## EXPERIENCE

Tea Tree Crêperie / 2011 - **closed**

Owner, General Manager, Operations & Marketing Director

- Created and designed the brand and menu
- Designed the layout for 4 restaurants
- Control daily operation in its entirety
- Recruiter & Staff Liaison

WHADDAT?com / 2001 - present

Webmaster, Creative Director & Lead Photographer

WHADDAT.com was a groundbreaking site delivering the latest in Jamaican entertainment to millions every month. The catalogue of thousands of pictures, sound bytes and other mementos from Jamaica's early 2000s popular culture is astounding. URL secured.

- Instrumental in brand creation
- Designed the brand and site
- Created an indispensable library of images
- Currently sitting on a gold mine

YUSH & DREAM WKND / 03 - 14

Creative Director & Marketing Manager

Top rated outside event that partnered with 8 other leading events to create the tropics' premier long weekend

- Instrumental in YUSH brand creation
- Designed the YUSH brand
- Lead Promoter, YUSH 2003 - 2007
- Created all YUSH ad audio and graphics
- Dream Weekend Executive 2009 - 2014

RETV / 2002 - 2007

Creative Director & Lead Producer and VJ

Reggae Entertainment Television was a groundbreaking cable network when only 20% of the country was online

- Instrumental in brand creation
- Creative mastermind & face of the station
- Created brand slogan
- Created MOST programmes
- Hired MOST VJs
- Created and maintained relationships with brand boosting influencers

MAGNUM TONIC WINE / '98-'99

Contributing Force

MAGNUM is Jamaica's best selling party drink in and J. Wray & Nephew's top export 2nd to White Overproof Rum

- Named the product & conceptualized brand's theme
- Designed the logo motif & text graphic
- Created a 3 minute long song for product
- Responsible for pressing song's record & initial distribution islandwide
- Performed song at product launch (1999)