

# Greg Fisher

Digital Media Specialist  
Curriculum Vitae

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**Objective:** To secure long term, on-going freelance or contract-based work and to further position the Atlantic Studio brand as a high-end, niche interactive design and advisory service.

**Profile:** A Canadian from Halifax, Nova Scotia, Canada, Greg Fisher is an award-winning expert in a wide range of services including brand design / deployment, 3D production, interactive / online media, planning & interpretive design, integrated marketing & communication campaigns and television / video production. Greg is the principle consultant for Atlantic Studio, a Halifax-based interactive design studio with a special interest in golf, real estate, hotel and resort marketing.

Since graduating from McKenzie College in 2000, Greg had his hand at the helm of Form:Media as Production Director and been involved with countless projects throughout North America. For 3 years, Greg broadened his portfolio in the aggressive Dubai, UAE market as the Media Manager for Shaikh Holdings, a private holding company specializing in development, marketing and sales of exclusive properties worldwide. Greg also has a continuing interest in photography, music and the recording arts.

## Employment History

Aug '09 to Present

### Director - Atlantic Studio

*Halifax, Nova Scotia, Canada*

Oversees the coordination, planning & organization of Atlantic Studio. Ensures a consistent creative and strategic delivery of the Atlantic Studio brand and image. Performs primary sales, PR, social media management, search engine optimization and creative/production.

**Use of Time:** 20% Sales; 15% Strategic, PR, Social Media; 65% Production

Apr '04 to Aug '09

### Media Manager - Shaikh Holdings

*Dubai, United Arab Emirates*

Responsible for both short and long term creative strategy planning of the company, overseen a team of IT professionals, copywriters and graphic designers; assigned projects to staff and verified company deadlines were being met.

**Use of Time:** 40% Project Management; 40% Creative; 20% Production

Jul '01 to Apr '04

### Production Director - Form:Media

*Dartmouth, Nova Scotia, Canada*

Managed staff and systems of production departments; overseen information and cost management; developed and ensured consistent delivery of project timelines and budgets.

**Use of Time:** 30% Creative; 70% Production

## Education:

2009

Project Management Professional (PMP®) Certification

2000

New Horizon Computer Institute, Dubai, United Arab Emirates

1999

Digital Media Diploma

McKenzie College, Halifax, Nova Scotia, Canada

High School Diploma

Prince Andrew High School, Dartmouth, Nova Scotia, Canada

## Skills

Languages  
Software

English

Microsoft 2007 Suite (Word, Excel, Project, Powerpoint, Access), Adobe CS3 Suite (Photoshop, Illustrator, Indesign, Dreamweaver, Flash, After Effects, Acrobat Pro, Premiere Pro), Autodesk (AutoCAD 2009, 3Ds Max, Combustion)

Programming  
OS

HTML, XML, Flash Actionscript, PHP  
Windows XP+, Mac OSX

- Professional Experience:** Web Design:
- 2011 **Atlantic Studio** - Halifax, Nova Scotia, Canada  
Online company showcase and personal portfolio. An advanced hybrid HTML/Flash website with ASP integration technology.  
[atlanticstudio.ca](http://atlanticstudio.ca)
  - 2011 **Avia Russia** - Moscow, Russian Federation  
Online informational and sales portal of the international suppliers of new and remanufactured Russian civil and military helicopters.  
[avia-russia.com](http://avia-russia.com)
  - 2011 **Rental Homes Canada** - Montreal, Ontario, Canada  
Niche short-term accommodations rental and property sales portal.  
[rentalhomescanada.com](http://rentalhomescanada.com)
  - 2011 **On The Fly Aviation** - Devonshire, Bermuda  
International lead generator for Bermuda's unique provider of aerial tours.  
[ontheflyaviation.com](http://ontheflyaviation.com)
  - 2010 **Phoenix Sky Designs** - Toronto, Ontario, Canada  
Online showcase of the Toronto based art company. An advanced hybrid HTML/Flash website.  
[phoenixskydesigns.com](http://phoenixskydesigns.com)
  - 2010 **Annapolis Royal Golf & Country Club** - Annapolis Royal, NS, Canada  
Brand and web design overhaul of existing online content. Consultation included expanding the site's scope into a regional hub for basic tourism and information.  
[annapolisroyalgolf.com](http://annapolisroyalgolf.com)
  - 2010 **Middle East Gate Exhibition LLC** - Dubai, UAE  
Project & event management company based in Dubai. Working example of delivery on simple HTML & aesthetics.  
[atlanticstudio.ca/archives/megexhibition/](http://atlanticstudio.ca/archives/megexhibition/) (archived)\*
  - 2010 **Syndicate Transport** - Calgary, Alberta, Canada  
Web design overhaul of existing online content.  
[syndicatetransport.com](http://syndicatetransport.com)
  - 2010 **Seen My Ad** - Calgary, Alberta, Canada  
Web design and branding overhaul of existing online content.  
[seenmyad.com](http://seenmyad.com)
  - 2009 **Shaikh Holdings** - Dubai, UAE  
Dubai-based developer website. Flash & ASP integrated.  
[shaikh-holdings.com](http://shaikh-holdings.com)
  - 2009 **Sanctuary Falls** - Dubai, UAE  
Dubai-based development informational and promotion website. Award-winning example of a hybrid HTML/Flash website with ASP integration technology.  
[atlanticstudio.ca/archives/sanctuaryfalls.com/](http://atlanticstudio.ca/archives/sanctuaryfalls.com/) (archived)\*
  - 2008 **The Executive Towers** - Dubai, UAE  
First phase portal of Dubai's Business Bay development. Pioneering use of Flash, 3D and ASP.  
[atlanticstudio.ca/archives/theexecutivetowers.com/](http://atlanticstudio.ca/archives/theexecutivetowers.com/) (archived)\*
  - 2007 **0 to 60** - Dubai, UAE  
Dubai's first automated, online luxury car rental service. Flash / ASP integrated.  
[atlanticstudio.ca/archives/Oto60.ae](http://atlanticstudio.ca/archives/Oto60.ae) (archived)\*
  - 2008 **Palm Sales** - Dubai, UAE  
Sales portal for Nakheel's exclusive North American agent. Number one Google return for The Palm & World Island information.  
[palmsales.ca](http://palmsales.ca)
  - 2007 **Dubai Property Auctions** - Dubai, UAE  
Award-winning Dubai based property auction portal. Heavy focus on Flash/ASP.  
[atlanticstudio.ca/archives/dubaipropertyauctions.com/](http://atlanticstudio.ca/archives/dubaipropertyauctions.com/) (archived)\*
  - 2009 **IntraNext Consulting** - Halifax, Nova Scotia, Canada  
IT solutions company based in Halifax. Client content management system.  
[inext.ca](http://inext.ca)
  - 2003 **Nancy Regan** - Halifax, Nova Scotia, Canada  
Career portal for the Canadian broadcast and communications icon.  
[nancyregan.ca](http://nancyregan.ca)
  - 2002 **New Century Signs** - Halifax, Nova Scotia, Canada  
Quality signage & solutions firm based in Canada. HTML / Flash.  
[newcenturysigns.ca](http://newcenturysigns.ca)
  - 2005 **Water Homes** - Dubai, UAE  
International property portal for information and sales on Palm, Jebel Ali units.  
[waterhomes.ae](http://waterhomes.ae)

\*Archived variations of these website are provided where there has been a fundamental change in the original online content after handover.

<b>Professional Experience:</b> Branding:	2011	<b>Avia Russia</b> Brand / Logo Design	- Moscow, Russian Federation	
	2011	<b>Rental Homes Candaa</b> Brand / Logo Design	- Montreal, QB, Canada	
	2010	<b>Middle East Gate Exhibition LLC</b> Brand / Logo Design	- Dubai, UAE	
	2010	<b>Annapolis Royal Golf &amp; Country Club</b> Brand Logo Design	- Annapolis Royal, NS, Canada	
	2010	<b>The Kimace Group</b> Brand Logo Design	- Dubai, UAE	
	2010	<b>The City Living</b> Brand Logo Design	- Montreal, Quebec, Canada	
	2010	<b>Phoenix Sky Designs</b> Brand Logo Design	- Scarborough, Ontario, Canada	
	2009	<b>Flight Simulator Engineer &amp; Technician Association</b> Brand Logo Design	- Dubai, UAE	
	2009	<b>O'Brien's Moving &amp; Professional Packing</b> Brand Logo Design	- Halifax, NS, Canada	
	2009	<b>IntraNext</b> Brand Logo Design	- Halifax, Nova Scotia, Canada	
	2008	<b>The Property Lounge</b> Brand Logo Design	- Dubai, UAE	
	2008	<b>Dubai Flying Dragons</b> Team Logo & Jersey Design	- Dubai, UAE	
	2006	<b>The Executive Towers</b> Development Logo	- Dubai, UAE	
	2005	<b>Shaikh Holdings</b> Brand Logo & Usage Guidelines	- Dubai, UAE	
	2005	<b>Dubai Property Auctions</b> Brand Logo Design	- Dubai, UAE	
	2004	<b>Palm Sales</b> Brand Logo Design	- Dubai, UAE	
	<b>Professional Experience:</b> Multimedia:	2009	<b>Sanctuary Falls</b> DXB Airport Kiosk Community Interactive Walkthrough & Voiceover	- Dubai, UAE
		2006	<b>Atlantis Marketing</b> Interactive, Off-Plan, Dubai Property Locator	- Dubai, UAE
		2003	<b>Mount Saint Vincent University</b> Halifax Cable Channel 33 Interface	- Halifax, Nova Scotia, Canada
		2003	<b>Fortune Head Ecological Reserve</b> Interpretive Multimedia Kiosk	- Fortune Head, NFLD, Canada
2002		<b>PEI Island Architecture</b> Informational Kiosk	- Prince Edward Island, Canada	
2002		<b>Quantum Photography</b> Corporate ID Rom	- Halifax, Nova Scotia, Canada	
2002		<b>Bell Bay Golf Club</b> Corporate ID Rom	- Halifax, Nova Scotia, Canada	
2001		<b>WHW Architects</b> Corporate ID Rom	- Halifax, Nova Scotia, Canada	
2001		<b>Form:Media</b> Corporate ID Rom	- Halifax, Nova Scotia, Canada	
<b>Professional Experience:</b> 3D Rendering:		2009	<b>Sanctuary Falls</b> Villa Crystal Etching Models (40 Varying Architectural Styles)	- Dubai, UAE
	2008	<b>Sanctuary Falls</b> 12 Interior Design Packages Renderings	- Dubai, UAE	
	2008	<b>Sanctuary Falls</b> Custom Crystal Etched Award for Cityscape Golf Tournament	- Dubai, UAE	
	2006	<b>Dubai Property Auctions</b> 3D Logo Treatment	- Dubai, UAE	
	2004	<b>Atlantis Marketing</b> 3D Water Home Walkthrough Video	- Dubai, UAE	
	2003	<b>Form:Media</b> 3D Logo Treatment	- Dartmouth, Nova Scotia, Canada	
	2003	<b>Acadia University</b> 3D Campus Model & Flythrough	- Wolfville, Nova Scotia, Canada	
	2002	<b>Halifax Waterfront</b> City / Harbour Model	-- Halifax, Nova Scotia, Canada	
	2002	<b>Construction and Demolition Landfill</b> Site Model & Animation	- Wellington, New Zealand	

**Professional Experience:** Graphic Design:

2010	<b>Maverick Communications</b>	- Halifax, Nova Scotia, Canada
	Updated image treatment, brochure, presentation and website design	
2010	<b>Middle East Gate</b>	- Dubai, UAE
	Integrated marketing & communication campaign	
2009	<b>Shaikh Holdings</b>	- Dubai, UAE
	Corporate branding and identity, project imaging, publication, website design, market teaser campaign.	
2009	<b>Sanctuary Falls</b>	- Dubai, UAE
	Award-winning integrated marketing & communication campaign	
2009	<b>Flight Simulator Engineer &amp; Technician Association</b>	- Dubai, UAE
	Integrated marketing & communication campaign	
2008	<b>The Property Lounge</b>	- Dubai, UAE
	Integrated marketing & communication campaign & strategy	
2004	<b>WHW Architects</b>	- Halifax, Nova Scotia, Canada
	Full corporate brand & identity makeover	
2004	<b>Bell Bay Golf Club</b>	- Baddeck, Nova Scotia, Canada
	Full club brand & identity makeover	
2003	<b>Mount Saint Vincent University</b>	- Halifax, Nova Scotia, Canada
	Dept. of Education, concept & design for recruitment banners	

**Professional Experience:** Interpretive:

2009	<b>Sanctuary Falls</b>	- Dubai, UAE
	Custom hand-drawn treatment to 35 unique villa floor plans	
2009	<b>Sanctuary Falls</b>	- Dubai, UAE
	Unit & plot specific Villa Analysis Sheets showcasing architectural perspective, unit positioning, plot location and description	
2005	<b>Palm Sales</b>	- Dubai, UAE
	Palm Jumeirah signature villa & garden home master layout plan	
2005	<b>Palm Sales</b>	- Dubai, UAE
	Interactive Palm Jebel Ali water homes master plan	
2004	<b>Shubenacadie Canal Commission</b>	- Halifax, Nova Scotia, Canada
	Signage and wayfinding system	
2004	<b>Waterfront Development Corporation Ltd.</b>	- Halifax, NS, Canada
	Waterfront Greenway multi-purpose Trail & Harbourwalk Signage	
2003	<b>Bell Bay Golf Club</b>	- Baddeck, Nova Scotia, Canada
	Course hole-by-hole navigator & illustration of fairways and greens	
2003	<b>Island Sunset Resort</b>	- Halifax, Nova Scotia, Canada
	Wayfinding and signage concepts	
2003	<b>Cabot Park Beach &amp; Golf Resort</b>	- Malpeque, PEI, Canada
	Resort Development Plan	
2002	<b>Silver Fox Golf Club &amp; Campground</b>	- Halifax, Nova Scotia, Canada
	Conceptual Master Plan	
2002	<b>Mount Saint Vincent University</b>	- Halifax, Nova Scotia, Canada
	Dept. of Education, concept & design for recruitment banners	
2002	<b>Purdy's Wharf</b>	- Halifax, Nova Scotia, Canada
	Wayfinding and signage concepts	

**Awards:**

2008	<b>CNBC Arabian Property Awards</b>		
	'Best Property Marketing'	<i>Sanctuary Falls</i>	★★★★★ (5 Stars)
2008	<b>CNBC Arabian Property Awards</b>		
	'Best Developer Website'	<i>shaikh-holdings.com</i>	*Nominated
2005	<b>Bentley International Property Awards</b>		
	'Best Property Portal'	<i>dubaipropertyauctions.com</i>	★★★★★ (5 Stars)
2005	<b>Pan Arab Web Awards</b>		
	'Commerce & Trade Winner'	<i>dubaipropertyauctions.com</i>	
2005	<b>Canadian Web Awards</b>		
	'Excellent Rating'	<i>dubaipropertyauctions.com</i>	