

Alieska Robles

CREATIVE DIRECTOR
CAMPAIGN MANAGER
PUBLISHER

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Vancouver, BC

Experience

Since 2009, I've been helping brands and individuals share their stories through print publications and digital campaigns. My work reflects my passion for eco-tourism and culinary experiences, meaningful conversations, treasured objects and time well-spent in nature—*celebrating local communities, sharing collective knowledge and preserving legacies through storytelling.*

Campaign manager of *Stories of Regeneration* Regeneration Canada • Remote contract, Canada-wide March 2023 - April 2024

Leading a national awareness campaign to increase trust in Canadian farmers, educate the public about regenerative farming principles, and foster relationships between producers, consumers and organizations to help mitigate climate change and guarantee a resilient food system.

Deliverables included:

A landing [webpage](#) for the project, 8 [events](#) with presentations, farm tours and farm-to-table dinners, 10 [short films](#), 10 [podcast](#) interviews, 6 [live webinars](#), 10 thought-provoking [articles](#), and over 500 [social media](#) posts on several platforms.

Responsibilities included:

- Developing the creative direction, vision, campaign brief and work plan for the campaign.
- Producing and managing the campaign including scope, task breakdown, deliverables, budget, deadlines, partnerships and human resources using Adobe, ClickUp, Google Docs and Slack.
- Establishing and maintaining partnerships and relationships with organizations and institutions in different provinces, including Agriculture and Agri-Foods Canada who provided most of the funding for the project.
- Creating a thorough database of contact information and partner interactions on Airtable.
- Coordinating the development of audio-visual and written content and organizing regional events across 8 provinces.
- Representing Regeneration Canada in events and working with the Communications Manager to develop a media strategy and engage with our growing audience.
- Documenting the execution and metrics of the project and reporting to the Executive Director and stakeholders.
- Measuring performance quality for each milestone and ensuring the campaign reached the projected targets.

Professional Skills

Creative direction
Project management
Production logistics
Budgeting
Book publishing
Editorial design
Team development

Attributes

Positive thinker, avid reader,
problem solver, attentive listener,
highly adaptable, detailed planner
and obsessive lists maker.

Languages

English (Expert)
Spanish (Native)

Other Interests

Outdoor getaways, running, cycling,
yoga, ecological farming, holistic
nutrition, ceramics and reading.

Creative director, project manager

Hamaka Creativity Lab • London, Ontario / Vancouver, BC
Founder • September 2016 - Present

Developing the creative vision for a boutique studio in the tourism and culinary industry, with a penchant for ecologically responsible practices, and since 2017, focusing on editorial publications.

Projects included:

- Creative direction, production and editorial design of *“Hamaka Magazine Volume 01,”* an indie magazine about craftsmanship and nature (Jan 2022-present)
- Art direction and editorial design for *“Whisking Wizards,”* a baking cookbook by Hannah Howey (Feb-Oct 2022)
- Creative direction, production, photography and design for *“Live Well Collection.”* Finalist at the Taste Canada Awards (Mar-Dec 2021).
- Food photography and styling for the cookbook *“From There to Here: Our Family Table Cookbook,”* a fundraiser cookbook by the St. Thomas-Elgin Local Immigration Partnership (Aug-Nov 2019).
- Event conceptualization and coordination of *“Planting the Seeds for Experiential Tourism”* along with Tourism London, Celes Davar, the Lavery Culinary Group and the Culinary Farm (2018)
- Creative direction, production, writing, photography and editorial design for the *“Forest City Cookbook,”* a community cookbook featuring chefs and farmers from London, ON (2017-2018)
- Production consulting and media coverage of the *“Heritage Grain Weekend and Bread Camp”* organized by CK Table (Sept 2019).
- Media coverage of the Mellecey Wine Tour in Burgundy, France (2019).
- Commercial photography for Booch Organic Kombucha, University of Waterloo, Western University, Garlic’s of London, London Convention Centre, North Moore Catering, **McCormick’s Canada** recipe blog, Vegfest London, and **more** (2015-2017).

Digital marketing content creator

Is this any way to run a restaurant Ltd • London, Canada
Freelance • May 2016 - May 2017

Planning, developing and executing marketing campaigns for Toboggan Brewing Co, Fellini Koolinis, Runt Club and Joe Kools on multiple media outlets. Monitoring growth using Google and Facebook Analytics.

Brand Ambassador

Pulp & Press Juice Co. • London, Canada
Part-Time • Sept 2015 - Oct 2016

Managing the Central Av. store’s daily operations, providing wellness advice and creating media materials for social media platforms. The experience allowed me to improve my communication skills in English and learn about Canadian culture through client’s conversations.

Commercial, editorial and event photographer

Argentina, Colombia
Freelance • July 2011 - August 2014

Capturing timeless images for producers, restaurateurs, and writers with a focused on local product catalogues, brochures, websites, magazine articles, and events.

Education

Project Management Essentials Certificate

Meridus/ECO Canada • Virtual • Jan 2024

RegenAg 101 Certificate

Soil Health Academy and UnderstandingAG

Tuffnell, SK • July 2023

Standard First Aid & CRP Certificate

Canadian Red Cross • Vancouver, BC • June 2023

Rodelle Regenerative Consumer Certificate

Rodelle Institute • Virtual • March 2023

The Missing Lesson

The DO Lectures • Virtual • June 2022

Entrepreneur 1.0 Certificate

Ivey Business School and Tech Alliance

London, ON • Sep-Dec 2015

Professional Photographer Diploma

Instituto Motivarte • Argentina • Mar 2012-July 2014

500hrs Yoga Teacher Training Certificate

Argentinian Yoga Federation • May 2012-Dec 2013

Film and Video Production Certificate

Viaart and Bolivar Films • Caracas, Venezuela • 2009

Advertising and Marketing Degree

Instituto de Nuevas Profesionas (IUNP)

Caracas, Venezuela • Oct 2006-July 2009

Campaigns included: Photojournalism for *Planeta Joy Magazine*, published in print and online. Event coverage of the *Buenos Aires Market* (2012-2014) and the *Ozono Drinks Wine Tasting Evens*. Sports coverage for the *AVON Foundation* in 2012, the *Rioplatense Kite Course Championship 2012* by the *Argentinian Kitesurf Association*, and the *Colombia-Kiteboarding Tour* by *Kite Eco Travel* in Cabo de la Vela, Colombia, 2011.

Production coordinator for TV commercials and short films

RGFX Digital Producciones C.A • Caracas, Venezuela

Full-time • May 2009 - Oct 2011

Bringing the director's vision to life while satisfying the client's guidelines. Featured brands included: Mattel Hot Wheels, Little People, Elmo, Little Mommy, Barbie, Fisher-Price, Maggi, Nestlé Venezuela.

Responsibilities included:

- Managing filming schedules, roles and tasks to meet deadlines.
- Managing the production budget and maintaining detailed reports.
- Fostering effective communication channels between cast and crew.
- Travel, catering and security bookings.

Production Assistant

Caracas, Venezuela

Contracts per project • 2009 - Oct 2011

Supporting the needs of several departments and studios including the costume department for *3punto5 Producciones*, art department for *Alquimia Network*, and production departments for *La Cafetera Films*, *Tekki Films & Productions* and *RGFX Digital Producciones*. Featured brands included: Banesco Credit Union, Polar, Banco Fondo Comun, Movilnet and Simmons.

Photographer Assistant

ALKOR Fotografía Profesional C.A • Caracas, Venezuela

Part-Time • April 2006 - April 2009

Organizing and digitizing the analog archives of the company and assisting in commercial photoshoots.

International Achievements

AWARD WINNER
Author and Publisher
Forest City Cookbook
Live Well Collection

The *Forest City Cookbook* featured 60 cooks, 35 farmers, 6 artisans and 138 original recipes compiled in a 504-page hardcover fundraiser book. Its creation involved creative direction, branding, web design, business and marketing strategies, project management, professional photography, videography, layout design, writing, indexing, sales and distribution.

The project was awarded **Gourmand Third Best in the World 2019** under "Best Digital Book" and **Canadian Winner** under "Best Self-published Cookbook." **Independent Publisher Book Awards Gold medalist** under "General Cookbooks," and **International Book Awards Winner** under "International Cookbooks in 2019."

The *Live Well Collection* featured 70+ vibrant recipes, food stories and culinary tips. The book was shortlisted by the Taste Canada Awards 2022 under the Health and Special Diet category.

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