



NEWFOUNDLAND & LABRADOR ORGANIZATION OF
WOMEN ENTREPRENEURS

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Jenny Smith, Ray Creative Agency Inc., St. John's

Business Information:

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Personal Profile:

After earning her Bachelor's and then her Master's of Arts, Jenny went on to complete a Diploma in Media Copywriting in 1997. From then on writing and creating became her passion.

Jenny Smith began her career working as a writer for advertising agencies in Toronto and Halifax, working on such brands as Ikea, Purina, Western Union, Labatt, Nova Scotia Tourism, Nova Scotia Power, and Atlantic Lottery. Seeking a new challenge, Jenny moved to Newfoundland, a place she feels has its own creative energy, away from the hectic environment found in the advertising industry of some of Canada's bigger cities. Here she has spent 12 years working at Target NL, where she was creative lead on clients such as NL Tourism, Irving Oil, Scouts Canada, Maple Leaf, Air Canada Jazz, McCain, Larsen Foods, Brock University, Crime Stoppers, and many more.

With her years of experience and established connections, Jenny decided to open her own advertising agency, with a focus on doing great work in a flexible environment, best suited to cater to her clients needs. Ray Creative Agency Inc. was incorporated in July 2013. Ray is an independent strategic and creative boutique that offers exceptional advertising and marketing solutions. Jenny has taken on the dual role of both President and Creative Director.

Through her agency, Jenny offers her clients award-winning service, having collected an impressive list of accomplishments in her nearly 20 years working in advertising. She has been ranked one of the top creatives in Canada. In 2012, Jenny was awarded the Grand Prix at the CASSIES (Canadian Advertising Success Stories) for a Newfoundland and Labrador Tourism campaign. Jenny has also been awarded a Gold Lion at the Cannes Festival of Creativity, the only female Creative Director east of Montreal to ever win the award. She was invited to represent Canada as a judge at Cannes the following year.

Yet with all of these awards, Jenny's greatest accomplishment is her two children, James and Mary. It can be difficult at times for her to balance the role of mother with the role of creative director, especially in such a male dominated industry; only 3% of creative directors in North America are female. However, she strives for balance everyday and looks to her family as her greatest inspiration.

Jenny's advice when it comes to finding balance, "Work hard. Find time to play (and drink wine). Don't take yourself too seriously." She also suggests, "Be nice to everyone. You never know who your next client will be."

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