

Gorilla Nation Canada Expands In Montreal & Toronto, 6 New Hires

By Dave Forde

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With their Montreal office now in place, online advertising network Gorilla Nation recently made a few new additions to the team in both Montreal and Toronto.

Sabrina Antenucci joined the team in Montreal as a Senior Planner, where she will manage the execution of creative campaigns, and will work with all levels of client and advertising agency decision makers and influencers. Sabrina joins Gorilla Nation from a Content Solutions Manager position at Sympatico.ca, a large Canadian bi-lingual portal. While there she supported the sales team by creating content strategies and integrated solutions across the portal. Prior to Sympatico.ca, Sabrina held two different positions at Media Experts, a large Media buying and planning agency. First, as a Senior Planner she handled digital strategy for clients such as TELUS Mobility, Reitman's Group, The UPS Store, and Plan B. She then went on to assume an Account Supervisor position where she managed operations and strategy for a variety of accounts including BMW.

A number of the new hires are for their Toronto office including Elliot Glynn as a Senior Media Planner. Previously he was Mediacom, where he took care of accounts such as Rogers, the Government of Ontario, and TVO.

Chris Griffith has been hired as a Senior Account Executive, and comes with over 11 years of advertising experience most recently working at BBS Media where he was a Sales Manager.

Associate Account Executive Sasha Laurin was part of Loud Mouth Entertainment where she sold in-game advertising on the PlayStation Network.

Samar Amouri is a new Senior Sales Planner for GN and hails from the agency planning industry. She was a Digital Media Planner at Mediaedge and OMD Canada, and has worked on multiple brands including Energizer, Playtex and Schick.

The last new addition is Aleksandra Czech in the role of a Junior Sales Planner, and comes from CIBC as a Processing Officer and an Operations Coordinator for its retail mortgages division.

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