



Introducing our Team



out-smarts
MARKETING





Question 1

What's your name?

Grace Bonifacio.

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Question 2



Who inspired you to pursue the career you have today?

I fell into this career by accident! A very naive 19-something-year-old, Grace initially wanted to get into PR as a way to work closely with the media and realized that it wasn't what I expected it to be. I thought it would be like what you see on reality TV (lol), and it was the opposite; I slowly transitioned into digital marketing instead. There wasn't a particular person who inspired me to pursue this specific career. Instead, a community of wonderful, supportive women through Girl Gang encouraged me to continue pursuing digital marketing in this specific capacity.

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Question 3



What was your first job?

I started babysitting when I was 14!

Question 4

What do you do at Out-Smarts?

I do a little of everything, but mainly Project Manage all the ongoing campaigns we have for the clients.

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Question 5



What do you like about working at Out-Smarts?

I love how different each day can be and the fact that Out-Smarts values work-life balance. It's been quite an experience unlearning habits like toxic hustle culture, and truthfully, this team and space have allowed me to enjoy things outside of work fully!

Question 6

What's the one project you did recently you are proud of?

Re-designing the Vancouver International Children's Festival website. It was a beast of a project with all hands on deck. I think the outcome of it was great!

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Question 7



What's your secret talent that no one knows about?

I do a really good Elmo impression.

Question 8

What's the best advice you can give to someone who just started their career?

Don't be afraid to reach out to industry professionals in your ideal line of work for insights, advice and potential mentorship. You would be surprised how many people will say yes!

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Question 9



How would you describe your job to a bunch of five-year-olds?

"I help your parents buy that toy you always wanted on the internet."

Question 10

What do you enjoy doing when you are not working?

Anything that includes my 2-year-old labrador, Indie! Whether it's biking, hiking, swimming or being lazy and taking an afternoon nap.

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Interview

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INTERVIEW.

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