**Patrick Earl**

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**I am creative and work well within a team to inspire innovative ideas with sound methodologies. I seek ways to work efficiently and attempt to look at all aspects of project outcomes. I consider myself empathetic and a team player, and I work at keeping aligned with an organization's corporate vision, mission, and values. With my design background, marketing, storytelling and project management experience, I understand all aspects of strategic planning, buy-in and deliverables.**

**Work Experience**

**Community Economic Development Officer**

*Central Coast Regional District (August 2023 – Present)*

* Conduct research and analysis for business support, attraction, workforce development, and marketing projects.
* Prepare various materials, such as reports, proposals, and presentations, focusing on key findings and content development.
* Provide grant writing support to community organizations and the regional district.

**Director of Communications, Enrollment and Advancement**

*Christ Church Cathedral School, Victoria, BC (November 2022 – July 2023)*

* Develop and maintain the school’s brand assets and standards, including producing all school print and digital marketing strategies, communications, and public relations activities.
* Develop communication plans and strategies for enrollment and advancement in collaboration with the Head of School.
* Manage and oversee communications for the school.
* Assist in advancing the school’s mission, core values and strategic plan with the senior leadership team.

**Community Economic Recovery Coordinator** (Contract Position)

*District of Central Saanich, Victoria, BC (July 2021 to July 2022)*

* Developed a pandemic recovery strategy and Community Economic Resiliency Action Plan for the District with a Council-appointed Task Force and Administration (approved by Council 6/22).
  + Conducted business walks across the community promoting District efforts on recovery, other grants programs and recovery resource information.
  + Created regional tourism meetings with other municipalities, including the Malahat Nation, Cowichan Valley Tourism, Southern Gulf Islands, and local operators like Butchart Gardens, Wilsons Group, Brentwood Bay Resort, Malahat, and Sea Cider.
  + Worked with local healthcare stakeholders and School District career development staff on the Peninsula region to support investment attraction efforts.

**Marketing Plan Consultant** (Contract)

*Northern BC Tourism Association (November 2020 to February 2021)*

* Worked with tourism operators to develop marketing plans across northern BC to aid in pandemic recovery planning under the Northern BC Tourism Resiliency Program.

**Economic Development Officer**

*Wheatland County (WC), AB (May 2019 to July 2021)*

* Built the county’s first economic development department to align with the pre-existing economic development strategy.
* Led the development/implementation of an in-house tactical brand to promote investment attraction, planning/development processes and tourism visitation, leading to companies such as De Havilland Canada announcing a new manufacturing facility and the creation of 1500 new jobs.
* Designed and developed a website and social channels for a tactical brand.
* Developed and implemented a strategic partnership program with Grow with Google, which led to being certified as a Google Trusted Verifier for My Business (the only one in Alberta at the time).
* Developed video outreach (through pandemic pivoting) by creating extensive YouTube and podcast support content.

**Executive Director**

*AdvantageHOPE (Hope Business and Development Society), Hope, BC (September 2017 to January 2019)*

* Managed economic development activities, tourism marketing and product development, including overseeing the Hope Museum and Visitor Centre and developing a customer service training program for WorkBC and Manning Park Resort.
* Developed a new corporate branding for the agency and Destination Marketing Organization business unit and new reporting for the District Council and AGM.
* Created and improved human resource policies, other governance, and operational tools such as MOUs and contractor reporting, and enhanced municipal communication with the Society’s members.
* Wrote and managed operating and infrastructure grants for the Society (provincial and federal).

**Acting Chief Administrative Officer**

*Town of Bon Accord, Alberta (March 2015 to August 2015)*

• Oversaw finance, public works, community development, human resources, and leadership

• Led all deliverables and support for the Town Council.

**Economic Development Manager**

*Town of Bon Accord, Edmonton, Alberta (November 2012 to October 2015)*

• Designed and developed a business case for a multi-use educational and cultural facility with a provincially grant-funded business case (Bon Accord Observatory Park)

• Managed the planning department and external land planning firm, as well as represented Bon Accord on multiple boards

• Developed media releases and conducted interviews (phone, television, and in-person), as well as directed events promoting the town and economic development

**Education**

* underway – Professional Certificate in Project and Change Management – Royal Roads University
* underway - Public Relations Diploma - MacEwan University
* underway - Economic Development Certificate - University of Waterloo
* 2017 to current - Nanodegree in Digital Marketing - Udacity University
* 2014 - Certificate in Municipal Management & Leadership Program - Alberta School of Business - University of Alberta
* 2006 - Visual Communications Diploma - Computer Graphic Design Major – MacEwan University

**Boards, Committees, Memberships**

* Friends of the Dominion Astrophysical Observatory 2023 –
* VIATECH member 2023-present
* Strathmore & Wheatland Chamber of Commerce 2021
* Gold Rush Trail Committee 2018
* Edmonton Regional Tourism Group (Sturgeon County & Bon Accord) 2010-2015
* Economic Developers of Alberta Director 2013-2014
* Beaver Hills Initiative 2008-2012
* Royal Astronomical Society of Canada - Edmonton Centre (National Council Rep) 2008-2010

**References**

* Available upon request