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## QUALIFICATIONS

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- Over 20 years of developing and implementing award-winning brand strategies, graphic design, marketing campaigns, corporate identities, product and service advertising and event development aligning with organizational values based on a thorough understanding of initiatives, goals and issues
- Experience and adaptability within many economic sectors and government, working with diverse stakeholders dealing with business support, crisis communications, issues management and advocacy
- Support marketing and design across multiple departments, boards and councils, including training and coaching of staff related to brand, marketing, sales initiatives, creative direction and purpose
- Work with third parties in creating graphic materials such as photography, video, and audio for campaigns and maintaining and archiving media assets
- Highly adaptable and able to lead and manage change to effect positive change where needed
- Creative, self-starter, strong work ethic, collaborative, organized, and solutions-oriented

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## SKILLS

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- Guide the creative process and vision within a team and interested parties while maintaining consistency in a brand's style, tone, and story while aligning to graphic standards and style guides
- Maintain effective brand management and stewardship by monitoring trends, customer feedback, media, and analysis
- Take concepts from ideas to ready-to-market, government to business and business to business with solid expertise in workshopping and storytelling
- Develop objectives and tactics in brand creation and deployment (including software, publishing, economic development, tourism, logistics, primary education, not-for-profit)
- Use of social media, office and design software, email, blog, artificial intelligence platforms and website
- Manage multiple projects across varied stakeholders, collaborating cross-functionally

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## WORK EXPERIENCE

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### **Community Economic Development Officer (Remote)**

August 2023 – May 2024

*Central Coast Regional District, Bella Coola, BC*

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

### **Director of Communications, Enrollment and Advancement**

November 2022 – July 2023

*Christ Church Cathedral School, Victoria, BC*

- Developed and maintained the school's brand assets and standards, including producing all school print and digital marketing strategies, communications, and public relations activities.
- Developed communication plans and strategies for enrollment and advancement in collaboration with the Head of School.
- Managed and oversaw communications for the school.
- Assisted in advancing the school's mission, values and strategic plan with the senior leadership team.

## WORK EXPERIENCE (*continued*)

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

July 2021 to July 2022

*District of Central Saanich, Saanichton, BC*

- 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 grant 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 (Remote and Contract)**

November 2020 to February 2021

*Northern BC Tourism Association, Prince George, BC*

- 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**

May 2019 to July 2021

*Wheatland County (WC), Wheatland County, AB*

- 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**

September 2017 to January 2019

*AdvantageHOPE, Hope, BC*

- 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, as well as municipal communication with the Society's members.
- Wrote and managed operating and infrastructure grants for the Society (provincial and federal).

### **Acting Chief Administrative Officer**

March to August 2015

### **Economic Development Manager**

November 2012 to October 2015

*Town of Bon Accord, Bon Accord, AB*

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## WORK EXPERIENCE *(continued)*

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*(Bon Accord continued)*

Acting Chief Administrative Officer achievements include:

- Oversaw finance, public works, community development, human resources, and leadership.
- Led all deliverables and support for the Town Council.

Economic Development Manager achievements include:

- 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 external land planning firm and represented Bon Accord on multiple boards.
- Developed media releases, conducted interviews (phone, television, and in-person), and directed events promoting the town and economic development.

### **Creative Director**

Prior

*Saflink Corporation / Jotter Technologies Inc., Edmonton AB*

- Executed regular competitive analysis of manufacturers in Saflink's space regarding their site design, look and feel of marketing materials and other brand elements.
- Managed contract and internal staff in multiple locations across the continent.
- Designed product packaging for hardware and manuals, discs, and graphical user interfaces for software.
- Developed branding, produced advertising, product documentation design, packaging, sales materials (in multiple media formats, PPT, video, web, and print), tradeshow design and web/software interfaces. Managed a design team and worked within the marketing and product development departments. Designed presentation materials and supplement literature for the executive team. Worked on Intranet strategies and implementations with IT and Human Resources teams.

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## EDUCATION

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| <b>Project and Change Management</b> – Professional Certificate<br><i>Royal Roads University, Victoria, BC</i>              | 2024        |
| <b>Public Relations</b> – Diploma<br><i>MacEwan University, Edmonton, AB</i>  | In progress |
| <b>Digital Marketing</b> – Nanodegree<br><i>Udacity University, Mountain View, CA, USA</i>                                  | In progress |
| <b>Municipal Management and Leadership</b> – Certificate<br><i>University of Alberta – School of Business, Edmonton, AB</i> | 2014        |
| <b>Visual Communications – Computer Graphic Design Major</b> – Diploma<br><i>MacEwan University, Edmonton, AB</i>           | 2006        |