

SUMMARY

Results-oriented marketing and communications professional with 20+ years of experience driving strategic growth and brand development across diverse sectors. Proven ability to create engaging visual content for various platforms, including social media, video, web, and print. Adept at developing and executing marketing campaigns, managing projects, and collaborating with stakeholders to achieve organizational objectives.

QUALIFICATIONS

- **Creative Content & Design:** Proven ability to create engaging visual content for diverse platforms (social media, video, web, print) leveraging a Diploma in Visual Communications and digital marketing expertise.
- **Marketing & Brand Strategy:** Experienced in developing and executing marketing campaigns and brand strategies that drive engagement and achieve organizational goals.
- **Project Management & Client Relations:** 20+ years managing projects, coordinating stakeholders, and building strong client relationships to deliver results on time and within budget.
- **Community Engagement & Collaboration:** Skilled in working with diverse stakeholders (businesses, government, community) to achieve shared objectives and drive positive change.
- **Adaptability & Problem-Solving:** Demonstrated ability to analyze challenges, develop innovative solutions, and thrive in dynamic environments.

SKILLS

- Graphic Design
- Strategic Planning
- Business Analysis
- Project Management
- Project Management
- Change Management
- Brand Strategy & Marketing
- Communications & Public Relations

WORK EXPERIENCE

Community Economic Development Officer (Remote)

August 2023 – May 2024

Central Coast Regional District, Bella Coola, BC

- Analyzed business needs and supported development, attraction, and workforce initiatives. Secured grant funding for community organizations, contributing to community projects.
- Collaborated with diverse stakeholders to foster economic growth and address local challenges.

Director of Communications, Enrollment and Advancement

November 2022 – July 2023

Christ Church Cathedral School, Victoria, BC

- Developed and executed marketing/communication strategies that maximized student enrollment post-pandemic, with the pressure of being in downtown Victoria with a changing demographic, and strengthened brand reputation.
- Managed all communication channels, ensuring consistent messaging and brand identity. Collaborated with leadership to advance the school's mission.
- Provided staff training on effective communication and marketing practices.

WORK EXPERIENCE *(continued)*

Community Economic Recovery Coordinator (Contract)

July 2021 to July 2022

District of Central Saanich, Saanichton, BC

- Led the development and implementation of a pandemic recovery strategy and action plan for the District and direct feedback by businesses in qualitative and quantitated data to assist Council strategies for business support.
- Facilitated stakeholder collaboration (businesses, government, First Nations) to drive economic recovery.

Marketing Plan Consultant (Remote and Contract)

November 2020 to February 2021

Northern BC Tourism Association, Prince George, BC

- Guided tourism operators in developing and implementing marketing plans for pandemic recovery.
- Conducted market research and analysis to identify growth opportunities under the Northern BC Tourism Resiliency Program.

Economic Development Officer

May 2019 to July 2021

Wheatland County (WC), Wheatland County, AB

- Established and led the county's first economic development department, aligning activities with the strategic plan to drive economic growth.
- Developed and executed a brand strategy that attracted investment, resulting in new manufacturing facilities and over 1,500 jobs once constructed.

Executive Director

September 2017 to January 2019

AdvantageHOPE, Hope, BC

- Led economic development, tourism marketing, and product development initiatives, resulting in hotel tax implementation to amplify marketing funding in the destination region of Hope – Cascades & Canyons.
- Secured grant funding for operations and infrastructure. Improved organizational efficiency through process streamlining and new reporting systems.

Acting Chief Administrative Officer

March to August 2015

Economic Development Manager

November 2012 to October 2015

Town of Bon Accord, Bon Accord, AB

- Provided strategic leadership for all municipal operations (finance, public works, community development, HR).
- Represented the town on boards, building stakeholder relationships. Effectively managed change initiatives.
- Developed media releases, conducted interviews (phone, television, and in-person), and directed events promoting the town and economic development as Canada's first International Dark Sky Community.

EDUCATION

Digital Marketing Bootcamp – Certificate

2025

Jelly Academy, Vancouver, BC

Project and Change Management – Professional Certificate

2024

Royal Roads University, Victoria, BC

Municipal Management and Leadership – Certificate

2014

University of Alberta – School of Business, Edmonton, AB

Visual Communications – Computer Graphic Design Major – Diploma

2006

MacEwan University, Edmonton, AB

CERTIFICATIONS

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| Content Marketing/SEO Fundamentals <i>Semrush</i> | 2025 |
| Google Ads - Measurement <i>Skillshop</i> | 2025 |
| Google Ads - Display <i>Skillshop</i> | 2025 |
| Google Ads - Search <i>Skillshop</i> | 2025 |
| Content Marketing/SEO Fundamentals <i>Semrush</i> | 2025 |
| Hootsuite Platform <i>Hootsuite</i> | 2025 |
| Social Listening <i>Hootsuite</i> | 2025 |
| Social Media Marketing <i>Hootsuite</i> | 2025 |
| Certification Level I: Media Monitoring with Meltwater | 2025 |
| Influencer Marketing I – Industry Specialist <i>Meltwater</i> | 2025 |
| Email Automations <i>Mailchimp</i> | 2025 |
| Mailchimp Academy Foundations | 2025 |
| Advertising in the Age of Generative AI <i>University of Virginia – Darden School</i> | 2024 |
| Content Marketing Using Generative AI <i>University of Virginia – Darden School</i> | 2024 |
| Municipal Management & Leadership <i>University of Alberta – School of Business</i> | 2014 |

PORTFOLIO

<https://patrickearl.ca>