

## **SUMMARY**

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Strategic thinker, creative professional, change agent and results-driven communicator with experience in governance and business administration in public and private sectors. A natural leader and team builder, I am passionate about developing successful marketing campaigns from concept to execution and facilitating effective communication and positive relationships.

Areas of experience and interest:

Integrated marketing strategy, social media (strategy, policy, management), brand development, public engagement, strategic communication, interactive communication, project management, strategic planning.

## **WORK EXPERIENCE,**

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### **Principal & Creative Director | Muse Design Inc.**

2007 – Present | Calgary, AB

Client point-of-contact and project manager for graphic design, marketing, and communications projects including client kick-off meetings, strategizing, project planning, and hands-on graphic design and writing. Delivering on multiple creative, marketing communications tactics such as web, marketing materials, presentations, multimedia, news releases, newsletters, signage, trade shows for clients in diverse business sectors within key timelines and budgets.

- Develop graphic design, advertising, communications, and corporate design publications
- Conceptualization and design of graphic applications such as collateral material, environmental graphics, books and magazines, and corporate identity
- Brand management and development
- Create and execute effective marketing campaigns
- Web management and development including site navigation design and visual execution
- Write, edit and proof promotional or publicity copy for print or electronic publications
- Strategic and conceptual development of internal and external communications, key messages, and stories
- Develop and implement social media strategy
- Public and media relations; event coordination

### **Communications Advisor | Town of Cochrane**

2013 – Present | Cochrane, AB

Develops and implements communication strategies to support projects, events, publications and media relations. Execute a variety of tactics for the promotion of Town initiatives through a variety of communication channels including print, digital, media relations and social networks. Function as creative marketing and communications strategist, web and social media manager, graphic designer, project manager and team leader.

- Research, design and produce high-quality and engaging communications materials that are aligned with the Town's corporate brand in both print (collateral print materials, corporate advertisements, PowerPoint presentations, story boards, newsletters, etc.) and digital formats (web, social media), for a variety of external and internal audiences
- Evaluate the success of various communication strategies; provide and implement recommendations for improvement
- Develop, manage and maintain online communication tools including website and social media
- Work collaboratively with internal and external clients to deliver timely, targeted, creative and effective communications
- Lead the development of graphic and social media plans as part of communication strategies, and monitor and evaluate their effectiveness in reaching the organization's communication goals
- Design, produce and distribute publications and documents according to deadlines and target audiences

## **Media Strategist | Bleed Communications**

2011 – 2013 | Calgary, AB

Responsible for strategic planning and leading implementation and evaluation of numerous marketing and communications projects and programs including: brand development and rebranding; web, intranet and multimedia creation and content marketing strategies; advertising, social media and community relations campaigns; marketing and public relations initiatives; and event coordination.

- Provide brand strategy, marketing and communications planning, conceptual development and overseeing execution for multiple key clients
- Brand steward for numerous key clients: overseeing and managing of creative output from all media channels and ensuring brand standards are consistently met
- Collaborate with internal creative leads to develop groundbreaking marketing and advertising concepts and build memorable brands
- Provide counsel and strategic communication services to clients
- Use superior oral and written communications skills to compose inspired creative briefs and effectively brief assigned creative team members on projects
- Agency go-to for producing and executing digital / social media strategies and campaigns for brands
- Deploy strategic new business development tactics including agency pitches, RFP responses and proposal drafting

## **Communications Coordinator | Rocky View County**

2007 –2012 | Calgary, AB

Function as creative marketing and communications strategist, web and social media manager, graphic designer, project manager and interim team leader. Projects included corporate rebranding, developing brand assets and increasing brand awareness online and in the marketplace; supporting business development to enhance the corporate profile and advance major projects; connecting employees to corporate mission/vision; and anticipating and managing issues resulting in positive stakeholder relations.

- Develop and execute communication strategy for County
- Serve as interactive communication lead for the organization; develop and implement strategy and guidelines; coach organizational stakeholders in the adoption of digital strategy
- Lead teams of content experts in project-based strategic communication activities
- Write and edit internal and external publications; media buying
- Manage and develop brand strategy and assets; coach and train internal stakeholders on brand standards
- Serve as research and business analysis lead for strategic communication planning
- Manage media relations and issue communications for the County including preparing press releases, key messages, identifying and coaching spokespeople and acting as spokesperson when required

## **EDUCATIONAL BACKGROUND**

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### **SAIT / Certificate, Web and Graphic Design**

2005 – 2007

### **SAIT / Marketing Diploma, Business Administration**

2001 – 2004

### **SAIT / Accounting Certificate, FCI Designation**

1998 – 2000

## **SOFTWARE AND SKILLS**

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### **Fluent**

Illustrator, Photoshop, Dreamweaver, Flash, InDesign, Adobe Camera Raw, Acrobat, Microsoft Excel, PowerPoint, Word, Outlook, FTP management, HTML, image processing, layout, Action Script, color theory, copy writing, CSS, CMS, photography, PHP, photo manipulation/retouching, public and media relations, social media, typography, vector illustration, search engine optimization.

### **Familiar**

Sound Forge, After Effects, Quark Express, sound editing, video editing.

### **OS**

Windows and Mac