

SUMMARY

- Over 10 years of experience in digital marketing and communications, with a strong focus on managing social media strategies, content creation, and coordinating multi-platform marketing initiatives.
- Excellent client and stakeholder expectation management, including rapport building, presentations, and negotiations.
- Proficient in upholding brand standards and achieving marketing and communications goals.
- Skilled in tools such as MS Office, Sharepoint, Google Analytics, Salesforce, Adobe Creative Cloud, Asana, Trello, Canva, Visio, Figma, WordPress, Monday.com, Canto, Hootsuite, and email marketing platforms like Hubspot and Mailchimp.
- Expertise in both written and verbal corporate strategic communications with strong attention to detail.
- Experienced in budget forecasting and strategic project planning utilizing data-driven analysis.

EXPERIENCE

01/2023 - 05/2024

Communications Advisor

Alberta Bone and Joint Health Institute ↗

- Developed and implemented a 3-year marketing and communications strategy to enhance brand awareness and reputation.
- Crafted compelling messaging for various platforms, including email newsletters, eblasts, press releases, social media, and internal communications.
- Monitored media coverage and industry trends to identify opportunities for growth.
- Collaborated with cross-functional teams to ensure consistent messaging and alignment with prioritized goals.
- Provided communication support to senior leadership.
- Analyzed and reported on communication metrics to measure the effectiveness of campaigns and initiatives.
- Trained and mentored team members on communication techniques and strategies.

01/2022 - 09/2023

Marketing Director

YYC Music Awards ↗

- Directed external communications for the YYC Music Awards, leveraging social media marketing, external communications, and graphic design skills to enhance visibility and engagement.
- Developed and executed comprehensive marketing strategies to promote the annual YYC Music Awards event, celebrating local artists and talents, resulting in a significant increase in event attendance and online engagement.
- Managed social media campaigns across multiple platforms utilizing Hootsuite, increasing followers and engagement through targeted content and strategic scheduling.
- Created compelling graphic designs and promotional materials, ensuring consistent branding and effective communication of event highlights and updates.

01/2021 - 12/2023

Creative Advisor, Project Manager

Nutrien

- Managed external vendors and agencies involved in large-scale brand and communications projects, including paid advertising and digital media implementation.

- Proactively collaborated with senior leadership to develop, plan, and execute key global internal and external communications strategies.
- Monitored, analyzed, and reported key metrics and performance to the senior leadership team for forecasting future strategic planning and identifying potential process improvements.
- Balanced multiple priorities, stakeholders, and timelines for large brand strategy projects for internal clients, demonstrating excellent organizational skills and superior attention to detail.
- Managed, enabled, and trained staff on the usage of the internal global Data Asset Manager.

09/2019 - 09/2020

Project Manager

Cornerstone Digital

- Managed a fast-paced, seven member cross-functional team (including web developers, IA specialists, QA testers, contractors, and support) to launch e-commerce and company websites with budgets up to \$100,000.
- Coordinated website development projects from proposal to launch, utilizing both traditional (Waterfall) and Agile (Scrum & Kanban) project management methodologies.
- Served as the key point of contact for clients and external stakeholders.

08/2018 - 09/2019

Digital Marketing Executive

New Wave

- Led a passionate marketing team of five members (graphic designer, digital marketers, support) to strategically plan, launch, and report on digital campaign performance for 15 client portfolios.
- Developed key digital strategies to enhance clients' KPIs, achieving a 275% increase in website traffic for a major client year over year.
- Developed, optimized, and reported on paid media campaign performance (Google AdWords, Facebook Ads), achieving up to a 150% increase in leads year over year for clients.
- Created engaging content, including blog posts and LinkedIn posts, and managed Instagram feeds for a wide variety of industries and clients.

04/2014 - 08/2018

Marketing and Communications Coordinator

Mortgage Connection

- Presented and implemented a digital brand strategy, resulting in a 250% increase in new clients.
- Introduced Agile methods to better track and enhance client interaction effectiveness, leading to a 150% increase and a 65% year-over-year growth in mortgage renewals.
- Coordinated new digital processes that improved broker performance and enhanced CRM performance and reporting of customer interactions.

01/2013 - 04/2015

Communications Advisor

YYC Wingfest

- Successfully developed and implemented a digital marketing strategy, including event coordination, resulting in a campaign that attracted 5,000 attendees on the day of the event.
- Created key marketing strategies for a first-time local event, achieving a first-year profit.
- Managed all external communications including social media, PR, and email newsletters.
- Utilized strong public relations skills to secure sponsorships from Global TV, Cjay 92, and other major partners.

EDUCATION

2015

Mount Royal University
Digital Graphic Design

2010

University of Calgary
Bachelor of Arts in Economics