

Marketing , Communications and Media Relations Leader

A strategic marketing and communications professional with 15 years of demonstrated success developing and implementing creative communication strategies that build profile and brand awareness. My passion is innovative storytelling and creating influential content across digital media and traditional media platforms that result in rich customer experiences and brand loyalty.

Skills include:

- Strategic vision and planning
- Critical thinking and problem solving
- Team leadership and coaching
- Budget and project management
- Writing key messages and developing channels
- Brand and product development
- Inbound content and social media marketing
- Crisis communications and issues management

Areas of Expertise

Leadership. Coaching and mentoring the team to execute internal and external communication strategies that achieve business objectives.

Strategy. Aligning internal and external marketing and communication activities with strategic business direction, market positioning, and value proposition.

Creativity. Acknowledged for creating new and alternative ideas, developing compelling creative concepts and materials in a fast-paced workplace under deadline pressure.

Message Development. Strong written communication skills and a keen ability to synthesize complex information into easily understood, relevant messages that have inspired a variety of target audience to take action.

Media Relations. Developing proactive media strategies and metrics. Ensuring reactive media readiness for crisis. Coaching others for effective media interaction.

Professional Experience

Director, Corporate Communications—Pacific Blue Cross: 2012–2015

Developed integrated marketing & communications campaigns, overseeing implementation for Pacific Blue Cross, a non-profit company and one of BC's top-tier brands, contributing to company overall success and revenue growth – from <\$800 million in 2002 to \$1.3 billion in 2015. Provided strategic communications counsel to the executive and senior leadership team.

Selected Accomplishments:

- Engaged millions of British Columbians through strategic media relations achieving MRP quality scores averaging between 85 and 94% annually.
- Consistently delivered a measurable ROI across multiple communication platforms including market collateral, publications, corporate video, social media and public relations.
- Spearheaded development of national brand standards and reporting improving the management of trade-marks across the 7 independent member plans of the Canadian Association of Blue Cross Plans.
- Successfully led proactive issues management and rapid response communications through the largest system transformation in the firm's history.
- Established social media content service and issue management escalation procedures.
- Improved online customer experiences while leading the brand consolidation across multiple websites.
- Saved the firm over \$150 thousand annually by proactively defining market content strategy and improving inventory management of marketing collaterals.

Manager, Corporate Communications—Pacific Blue Cross: 2002–2011

Created the communications department for Pacific Blue Cross from the ground up and implemented strategic and proactive campaigns to support new business growth and client retention.

Selected Accomplishments

- Increased employee communication engagement empowering staff to deliver improved service and an elevated brand experience. Increased satisfaction from 75 to 85%, where 76% said they were better informed with improved knowledge about the business.
- Increased client engagement by launching an online advisory panel and establishing two-way communications where 65% said communication topics were extremely or very relevant.
- Established the firm's crisis communication plan for business continuity, handling sensitive information, mitigating risks and providing media readiness.
- Led the creation of the organization's Corporate Social Responsibility framework and established a strong relationship with the Canadian Mental Health Association as the firm's community partner.

Assistant Manager, Corporate Communications—Pacific Blue Cross: 2001-2002

- Developed and implemented communication strategy to promote adoption of self-service resulting in a registration growth rate of 4% month over month. In the first 2 years the adoption of self-service had grown to 25% surpassing expectations.

Webmaster, Corporate Communications—Pacific Blue Cross: 2000-2001

- A key member on steering group through a critical phase in expanding online services to provide easy access to health benefit information improving communication and customer experience.

Professional Associations

International Association of Business Communicators (IABC), 500 Club

Awards

Employee Communication, Who's Who in Workplace Health Awards, Benefits Canada, 2008

Community Involvement

Board President, Canadian Mental Health Association, South Fraser Branch, 2009-2010

Education

Sauder School of Business (UBC): Strategic Marketing Management, 2007

BCIT: Marketing, 2003

Vancouver Community College: Print and Pre-press Production, 1991

Burnaby College: Certificate, Desktop Publishing, 1991

Emily Carr College of Art & Design: Diploma Fine Arts, Studio Major, 1991 Honors