



Susan Butler

Marketing & design specialist

Squamish, BC
CANADA

604-938-3622

susan@brandcentraldesign.com

brandcentraldesign.com

[linkedin.com/brandcentral](https://www.linkedin.com/company/brandcentral)

[@brand_central](https://www.instagram.com/brand_central)

EDUCATION

University of Waterloo

Bachelor of Arts
Master of Arts, Applied English

CAAP

(Communications & Advertising
Accredited Professional)

Emily Carr University of Art and Design

Continuing Education

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Skills you need to be a first rate art director, apart from creative genius, a dash of obsession, marrow-deep passion for design, and tendency towards insomnia: telepathy, the ability to keep one eye on the big picture and the other on the micro details without getting cross-eyed (or cross), a willingness to respond with an open mind to emails with the subject line: “3am ideal”, the grace to dance back and forth between client and creatives while making everyone feel special... I've collaborated with Susan for three years now, putting together the Crankworx Event Guide, and this year, the 10 Year Crankworx Anthology and launching the Enduro World Series. Her job, as Crankworx GM Darren Kinnaird said, is to turn the holy-freaking-goosebumps feeling of the event into timeless touch points - posters, websites, videos, books, t-shirts, race plates, you name it... And there I was thinking it was just to be my creative foil. She's good. She's damn good. I'd even say holy-freaking-amazing. In short: someone you want to have at the other end of your 3am emails, every time.

– Lisa Richardson, colleague and collaborator

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CAREER OVERVIEW

I've been a graphic designer in the tour and travel industry for 20 years. I cut my teeth as a freelance designer at Whistler Blackcomb ski resort in 1998, eventually becoming Senior Designer in their in-house Marketing Department until 2003 when I started my own business.

My aim in 2003 was to establish a creative collective of top notch freelance professionals representing a variety of skill sets to provide a full spectrum of marketing expertise to clients. I wanted to collaborate with a team of like-minded individuals on projects that inspired us to become deeply invested. Since then, I've increasingly specialized in brand development and execution from the ground up, and have been instrumental in establishing the brands of notable mountain bike events such as the Enduro World Series and Crankworx, and arts and culture festivals such as Squamish Wind Festival, Whistler Jazz Fest and Whistler's Great Outdoors Festival.

Birthing a brand is just the beginning of a lifelong commitment. I am an expert at nurturing brands on all platforms, from traditional marketing to website design and development to social media strategy and execution.

Collaboration and riffing on ideas lights my fire. I consistently excel in fast-paced environments of all sizes and am adept at deadline management and motivating colleagues.

CURRENT WORK

Mountain Biking BC | Mountain Bike Tourism Association (mountainbikingbc.ca)

As an MBTA Board Member, I advise on marketing initiatives. Separately, I recently completed a brand refresh and website re-design for Mountain Biking BC.

Enduro World Series (enduroworldseries.com)

As brand creator and website manager, I recently completed migrating the website from html to WordPress. Upgrades in progress include developing a live event player which streams GPS data in conjunction with course video footage, live timing and rider profile information.

Crankworx (crankworx.com)

As brand creator and curator since 2005, I recently completed a comprehensive brand standards document which provides logo usage guidelines and brand direction for Crankworx' four venues: Crankworx Rotorua NZL, Crankworx Les Gets FRA, Crankworx Innsbruck, AUT and Crankworx Whistler, CAN. I am also part of the core team which travels to each venue to execute the live event, and my role is to update the website, provide social media support and manage the photography team.

[selected portfolio on brandcentraldesign.com](http://selected.portfolio.on.brandcentraldesign.com)

COMMUNITY

Squamish Arts Council | Board member, Marketing Committee Chair

Howe Sound Women's Centre | Marketing advisor, website administrator

Cedar Valley Waldorf School | Board of Directors

Big Brothers Big Sisters of Squamish | Mentor