



Susan Butler

Comox, BC

604.938.3622

susan@brandcentraldesign.com

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

brandcentraldesign.com

EDUCATION

University of Waterloo

Bachelor of Arts Co-op

Master of Arts, Applied English
Co-op

CAAP

Communications & Advertising
Accredited Professional

Emily Carr University of Art & Design

Continuing education

PROFESSIONAL PROFILE

I've been a graphic designer and marketing communications specialist in the tourism, action sports and real estate industries for almost two decades. I cut my teeth in the advertising world as a copy writer at [Quarry Communications](#) in Waterloo, Ontario, where I had recently completed a co-op term as part of my master's in english ([UW](#)).

A love of the outdoors and a chance at a new career path led me to Whistler, BC in 1995, where I became entertainment editor at the [local newspaper](#), managing a team of reporters and photographers. Using my experience in editorial layout, I was hired as senior designer at [Whistler Blackcomb's](#) in-house marketing department, where I oversaw the production team. In 2003, I started my own business.

The life of a sole proprietor is a case study in evolution. Over the years, I've become an expert generalist; adapting to the varying needs of clients, keeping pace with technology and managing teams. My combination of marketing and design expertise allows me to nimbly deploy left- or right-brain skills (or both) to tasks as needed.

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

WORK HIGHLIGHTS

[Squamish Waldorf School](#)

I led the school through a complete re-brand, rebuilt the website and launched their social media channels. I developed and executed the annual marketing and content plan, reported on analytics, liaised with local media and maintained strategic communications with multiple stakeholders. Seeking to connect the school more deeply with Squamish history and culture, I wrote a successful grant to bring First Nations programming to the curriculum.

[Tourism Squamish](#)

The challenge was to develop a creative campaign to encourage tourism during the off-season (i.e. rain. Lots of rain.). The result was [Embrace the Rain](#), an innovative and playful marketing plan that included branded umbrellas and ponchos, storytelling shelters, rain-inspired playlists, and an official Rain-O-Meter that listed rain-approved activities and co-op business promotions based on the daily precipitation level.

[Enduro World Series](#)

I worked with the founder to create the brand from the ground up, developed and maintained the website and assisted with event execution across multiple time zones on a 24-hour basis for this international mountain biking competition that now has races in seven countries worldwide and 392k followers on Instagram.

[Crankworx World Tour](#)

During 12 years as brand manager, I was instrumental in growing this grassroots mountain bike event into a global festival held in four countries worldwide. As part of the core organizational team, I travelled to international events to ensure brand standards were maintained across multiple venues.

SKILL SET

Technical skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro)

Microsoft Office

Copy writing, content planning, marketing and communications strategy

Website wireframe development, Wordpress and Silverstripe

SEO and analytics (Google suite, Whatagraph)

Social media planning, content and graphics

Strategic planning, critical paths, deadline management

Print production

Event planning and execution

Leankit & Basecamp

Soft skills

Creative problem-solver with super-human time management powers

Collaborator and excellent communicator

Manager and motivator of subcontracts

Nurturer of relationships and connections

Adaptable, entrepreneurial spirit with a strong work ethic and enthusiasm for miles

BOARDS, COMMITTEES & VOLUNTEER

Mountain Bike Tourism Association | board member

Howe Sound Women's Centre | marketing advisor

Squamish Arts Council | past board member, marketing chair

Squamish Waldorf School | past board member, marketing chair

Big Brothers Big Sisters of Squamish | mentor

I regularly provide my services on a pro bono basis to registered charities and in support of community initiatives.

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In our collaborations, Susan is generally the project lead and client liaison. When she 'manages' me, I feel as if I'm the only person in her world, and that I'm a vitally important piece of the puzzle. She outlines my task and timeline. She gives such a level of attentiveness and responsiveness that I feel like the only collaborator on her team. It's only when the project comes to completion that I realize how many moving parts, and people, she was managing. She may have handy tools or apps, but I think of it as a superpower.

– Lisa Richardson, colleague and collaborator

lisarichardsonbylines.com

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