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 VISA STATUS: Permanent Residency

## WHO AM I?

### Strategic storytelling with a twist.

Hi! I'm Susy, I've harnessed a variety of creative and marketing skills to develop a portfolio that combines efficiency and passion. From concept development to day to day content strategy and creation; my work merges the best of the creative and strategic worlds, staying true to a brand's identity. Let's tell your story together!

## WORK EXPERIENCE

### IMMIGRANT SERVICES CALGARY | Communications & Marketing Coordinator | Nov 2019 - Present

Worked closely with the Executive team at the city's primary immigration non-profit agency for internal and external communications and strategy.

- Managed the Social Media content strategy across 4 platforms with 20K+ combined followers.
- Developed and implemented a new Internal branding strategy, based on a client-centric approach.
- Participated in the COVID-19 crisis management team, meeting all communications needs including multilingual materials, process adaptation for remote work, and more.
- Built internal staff capacity by optimising new procedures, and implementing communications-related training programs.
- Developed and deployed the Fundraiser content strategy for the Immigrants of Distinction Awards.
- Facilitated workshops exploring organizational purpose ("Why") with management staff for strategy development.
- Designed graphic elements including logo development, template redesigns, editorial materials (digital & print), and a brand guidelines update.

### FREELANCE MARKETING | Jan 2019 - Nov 2019

Content Marketing with a focus on brand storytelling and Social Media Strategy.

- Conducted branding identity coaching & strategy workshops for local companies.
- Developed content strategy and design work for creative freelancers.
- Audited and redesigned websites for small entrepreneurs.
- One-on-one consultations on Social Media strategy.

### ALTA TECNOLOGÍA S.A. | Marketing Director | Feb 2016 - Jan 2019

Developed marketing capacity from the ground up and built a team and full-scale production house.

- Redefined corporate image, rebranded and generated a new communications strategy approach and reflecting website.
- Managed the Marketing Team for in-house and external projects.
- Generated content and development the company's website.
- Produced educational and marketing video features, and implemented a content strategy for international presence across Latin America.
- Coordinated events for quarterly product launches.
- Integrated Digital Marketing efforts for higher SERP placement.

### 12FPS INC. | Production Coordinator | Sept 2014-Feb 2016

Worked as a liaison between clients and the agency; developed creative briefs, coordinated production elements, and built effective 360 campaigns.

- Worked with Social Media Influencers for clients in travel and tourism campaigns.
- Pioneered new creative projects with Social Media Influencers and a varied array of international sponsors.
- Coordinated production elements and crew for a variety of promotional videos for both the private and public sector.

## LANGUAGES



## SKILLS



## EDUCATION

- UCD MICHAEL SMURFIT GRADUATE BUSINESS SCHOOL | Dec 2018  
Msc Digital Marketing | 2.1 Honours
- UNIVERSIDAD LATINA DE C.R. | Sept 2015  
Bach. Advertising | Emphasis: Production & Creativity
- SANTA FE UNIVERSITY OF ART AND DESIGN | Jan - May 2014  
International scholarship in Film and Creative Writing | President's List Award
- UNIVERSIDAD CREATIVA DE C.R. | Oct 2013  
Tech. Digital Photography | Graduated with Honours
- BRITISH SCHOOL OF COSTA RICA | Jan 2010  
International Baccalaureate Diploma | Completion of High School

## LIFE EXPERIENCE

- SUSY A. PHOTO | **Freelance Photographer** | Dec 2011 - Present
- CLIP | **#CalgaryForAll Lead Photographer** | June 2020
- CHARLEVILLE DEMESNE CASTLE | **Volunteer** | May - Oct 2018
- MICHAEL SMURFIT SCHOOL OF BUSINESS | **Class Ambassador** | 2017-2018
- WISE FOOL NEW MEXICO | **Board of Directors** | Dec 2015 - Sept 2017
- ALTA TECNOLOGÍA S.A. | **Advertising Consultant** | May - July 2014
- INTENSA COSTA RICA | **ESL Teacher** | Jan - Dec 2014
- FREELANCE | **French Language Teacher** | June 2010 - Dec 2013

## SOFTWARE

