

CHRISTY PRITCHARD

PRODUCTION - CREATIVE - MARKETING - PR - BD

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CREATIVE & MARKETING SUMMARY

I'm a versatile creative & business development professional with a proven track record in strategic growth & client relations. My unique blend of skills in production, design, marketing, business strategy, & relationship management has consistently delivered tangible results. With a strong penchant toward decentralization & Web3, I'm driven by creativity & innovation, constantly adapting to the evolving landscape of business, technology, design, production & market dynamics.

EXPERIENCE

CREATIVE DIRECTOR / PRODUCER / MARKETING MANAGER

Loca Media - Vancouver, BC 04/2012 - 08/2023

- Produced a series of promo videos that increased brand recognition & views by over 300%. (The Green Party of Canada)
- Reduced project costs by 25% through efficient supplier negotiation & resource allocation. (The Green Party of Canada)
- Producing, editing, rebranding & creating video content for 15 shows within a podcasting network. (The Sound Off Network)
- Implemented a social media strategy resulting in a 40% increase in brand mentions & shares.
- Boosted brand recognition by 35% within 6 months through targeted niche marketing campaigns.
- Negotiated agreements with aligned businesses, leading to a 25% expansion in our client portfolio.
- Cohesively shaping the clients' brand through content creation with written & visual mediums (copywriting, photography, video, audio & web).
- Project management - Content creation, risk planning, sourcing & managing various creative contractors & working within a budget.
- Led communications campaigns to build awareness & further conservation outcomes through strategies, emails, infographics, action pages, press coverage, & social media; resulted in over 1850 public actions including signing petitions, letters & tweets to government, & consultation submissions.
- Collaborated in a cross promotion strategy to grow their supporter base; included continuously-tested Facebook ad campaigns (one ad set resulted in a follower increase of ~ 20%).

MARKETING MANAGER, DESIGNER & PUBLIC RELATIONS STRATEGIST

PBE Distributors & Canada Toseki - Vancouver, BC 06/2008 - 08/2010

- Established partnerships with 10 new B2B clients, resulting in a 40% increase in annual revenue.
- Successfully managed 10 marketing projects simultaneously, ensuring all were completed on time and within budget.
- I spearheaded the development & distributions of the weekly print & digital magazine, enhancing the company's visibility among new buyers & clients by 50%
- Organized company fundraisers Improved workflow & increased productivity

WEB & GRAPHIC DESIGNER, PODCAST HOST

Awkward Ascent Podcast - 02/2021 - Present

- Established a distinctive brand identity, designed a website, & orchestrated marketing initiatives to promote engaging discussions on emotional intelligence, personal growth, & innovation. These conversations feature a diverse range of inspirational guests.

EDUCATION

SIMON FRASER UNIVERSITY

BA - Communications
Graduated 2008

SELKIRK COLLEGE

Digital Arts & New Media
2010 - 2012

SKILLS

- Adobe Suite
- Figma & Jira
- Microsoft Office Suite
- SEO
- B2B Sales
- Web3 Tools
 - Discord
 - Tokenization
 - Defi