


CHRISTY PRITCHARD

MARKETING - PR - DESIGN - CREATIVE

CONTACT

 250-513-2473

 christy.pritchard@gmail.com

 christypritchard.com



EDUCATION

Bachelor of Arts 2004-2008

Simon Fraser University
Communications Major
Economics Minor

Digital Art Diploma 2011-2012

Selkirk College
Design, Web, Photography &
Video

Certificates from Udemy, Google & Coursera

Videography & Animation
Public Relations
SEO
UX Design

SKILLS

- Project Management
- Storytelling
- Problem Solving
- Graphic Design
- Content Writing
- Video Production & Editing
- Web3 Tools
 - Discord
 - Tokenization
 - Defi
 - Matchpool

RECOGNITION

Nominated for the Creative Business Award & the Overcomer Award with the Women's Business Awards 2021

PROFILE

I'm a Marketing & Public Relations professional with a strong adherence to DAO's, ETH & the occasional hilarious Twitter meme. Throughout my professional life, I have been blessed with the opportunity to wear many hats. I am driven by innovation & continually looking to what the future has in store for information & technology, which has landed me on the path toward a career in Web3.

EXPERIENCE

CREATIVE & MARKETING DIRECTOR

Loca Media April 2012 - October 2022

- Brand & marketing strategist, creating solutions to solve pain points for clients
- Creating & implementing effective public relations strategies
- Trendspotting & cultivating captivating aesthetics
- Cohesively shaping the brand through content creation with written & visual mediums (copywriting, photography, video & web) through all social channels
- Increased brand recognition & lead generation

MARKETING & PUBLIC RELATIONS MANAGER

PBE Distributors & Canada Toseki June 2008- August 2010

- Managed the marketing & design team
- Spearheaded & executed marketing strategies
- Oversaw layout & design of the weekly magazine
- Organized company fundraisers
- Improved workflow & increased productivity

PODCAST HOST

Awkward Ascent 2021- Present

- Having in-depth conversations around the topic of emotional intelligence, personal growth & innovation with a variety of inspiring guests