

LISA ESCUDERO

she/her | Latinx

Contact

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Education

Bachelor, Communications Graphic + Digital Design
Capilano University Parsons — The New School
Sept 2013 → Apr 2018 July 2021 → Present

Experience

Marketing + Communications Specialist

Creative BC | Dec 2019 → Present

- Lead all marketing and communications efforts across the organization reporting to Director of Business Operations
- Development of the organization's first integrated marketing comms strategy, tactics, processes, templates, toolkits, key messages
- Transformation, strategy, management of the organization's online presence via all channels
- Design, project management and execution of new website, brand refresh (Jan '22 launch)
- Design systems and materials for marketing + comms materials for online + print for organization and umbrella initiatives
- Organize and manage intranets + internal comms
- Media relations, pitching, media contact
- Supporting the acquisition of competitive intelligence about the creative industries we serve through economic and trend research
- Manage all digital assets: websites, newsletter, social media, media monitoring, Google Analytics
- Optimize and streamline all communications + marketing processes for the organization, funding programs, initiatives

Select work: [Impact Report 2019/20](#); [View Instagram](#)

Community Lead, Editorial Lead

Werklab, The Werk | Aug 2019 → Dec 2019

- Creative strategist of partnership events, sponsorships, weekly programming bespoke weekly programming for the membership community of 200+
- Internal comms, community retention, engagement, organization and quality assurance
- Led weekly 1:1s and managed Operations Lead and front-of-house staff
- Managed Werklab's in-house editorial platform, [The Werk](#), with a focus on diversifying storytelling while exploring the intersection of our relationship with work
- Developed graphic design, written comms, budgets, workflow, contractors and writers
- Assigned and edited all content from initial conception through to publish
- Grew The Werk's Instagram during launch month by 6K+

Select work: [Unpacking decolonization at work](#); [Setting boundaries at work: A quick how-to guide](#); [View Instagram](#)

Brand + Communications Manager

M Public Relations | Aug 2015 → Aug 2019

- Development of integrated strategic communications plans for corporate, project, client goals
- Developed and managed full-cycle integrated PR campaigns representing diverse award-winning talent in film and television in Vancouver and Los Angeles.
- Lead all communications component of campaigns when designated, holding accountability for the whole process, from ideation to execution including PR, messaging and social tactics
- Cultivated, fostered, maintained relationships with press, contractors, artists, events planners, brands
- Design, development and distribution of press releases, pitches, press kits
- Generated and analyzed press campaign reports, maintenance of media databases, client accounts, internal processes
- Employee recruiting, hiring, training and managing

Communications Specialist/Graphic Designer

Anouk Collective | Sept 2016 → Dec 2018

- Developed meaningful full-cycle marketing, PR and brand campaigns, events, and social media strategy for clients
- Design, development and distribution of press releases, pitches, press kits, materials,
- Cultivated, fostered, maintained unique relationships with press, contractors, artists, events planners, brands
- Select clients: Just Detention International, Akasa Community Outreach, Alma Restaurant, Amara Kitchen, Gold Sky Productions, Bembien, Days LA, Everybody.World, iO Tillett Wright, My Name Is Myeisha (film), Sink Sank Sunk (TV series)

Digital Marketing Specialist

The JUDE Group | Aug 2016 → Dec 2017

- Designed and coordinated bi-weekly email marketing campaigns for leading photographers working with leading ad agencies and brands
- Social media consultation, brand and marketing strategy for company and clients

Social Media + Admin Manager

Pizazz Hair Design | Nov 2011 → Dec 2015

- Social media content creation and management
- Employee hiring, training and quarterly reviewing
- Client service, quality assurance, complaint management
- Managed 15 employee schedules and daily admin
- Bi-weekly payroll, daily cash out and inventory management

Because one page is never enough → [lisaescudero.com](#)

Expertise + Skills

Public Relations, Marketing Communications, Graphic Design, Internal + External Comms, Digital Marketing, Content + Social Strategy, Media Relations, Email Marketing, Project Management, Creative Direction

Tech + Tools

Adobe Creative Cloud, Hootsuite + Buffer + Later, Salesforce, MS Office 365, Mailchimp, Google Analytics, Wordpress + Squarespace + Wix

Profile

Decisive + Autonomous, Relatable + Direct, Enthusiastic + Empowering, Empathetic + Trustworthy, Humorous at times