
EXECUTIVE COMMUNICATIONS DIRECTOR

Influential communications strategist with 15 years of expertise. Elevates the corporate brand image and builds consumer and employee engagement through compelling public, media and employee communications. Integrates multiple communications and marketing channels to reach target audiences, including digital, broadcast and social media, traditional print, websites and intranet. Mitigates risks by swiftly communicating crises impacts. Fully Bilingual in English and French.

- Set corporate records for media coverage, fundraising and positive employee feedback on events; overhauled approach for development, delivery and measurement of communications and sponsorships.
- Reached second place among North American insurance companies for public engagement.
- Streamlined internal communications; led formation of new policies, processes, intranet and television broadcast.

"I found Eric to be a strong strategic thinker, focused and results oriented, and has a great ability to listen and react to the insights he gains from hearing people. He is a quick study and easily adapts to new environments and within weeks, produces results."

John Jenner, VP – Marketing, Communications & Customer Experience, Western Financial Group

AREAS OF EXPERTISE

Leadership
Communications Strategy
Corporate Communications
Crisis Communications
Project Management

Budget Control
Digital Marketing
Public Speaking / Presentations
Employee Engagement
Social Media

Stakeholder / Media Relations
Sponsorships
Corporate Events
Performance Management
Change Management

PROFESSIONAL EXPERIENCE

WESTERN FINANCIAL GROUP – HIGH RIVER, AB

JAN 2020 – APRIL 2022

Subsidiary of Desjardins Group and Canada's largest insurance brokerage serving more than 790,000 customers through its 160 branch locations.

DIRECTOR, COMMUNICATIONS & SPONSORSHIPS: Led Public Relations and Sponsorship agencies and steered corporate events, social media and charitable foundation portfolios and internal communications for four business units with 1,900 employees. Controlled \$3M budget and oversaw and coached team of ten staff. Drafted written and online content for messaging, news releases, speeches, presentations, and corporate announcements. Supported senior executives, counseling on issues and training on media. Served as spokesperson and primary media contact. Negotiated sponsorships.

Public Relations

- Delivered a record 1,027 unique pieces of media coverage, over 44 million impressions and average 84% Media Relations Rating Points (MRP); spearheaded company communications plan.
- Ranked second in public engagement among all insurance companies in North America; directed social media strategy.
- Minimized public injuries and property loss; managed crisis communication strategy during 2020 Alberta flooding tragedy.

Employee Communications

- Surged employee intranet traffic up 150%, enhanced employee access to key information, and eliminated email as primary communication method; prompted and championed build of new intranet site, WestConnect.
- Gained 80% positive employee rating for monthly WestTV, Town Hall broadcast videos, supporting marketing and PR initiatives.

Events

- Set company records for employee feedback on internal corporate events; orchestrated planning and execution of annual Leadership Conference, Employee Convention, Support the Cause Walk and corporate Golf Tournament.
- Propelled Western Communities Foundation donations up 125% over 2 years, from \$200K to \$450K+; piloted annual Support the Cause fundraiser.
- Raised \$102K in corporate Golf Tournament and positive participant feedback, despite freak snowstorm.
- Nominated for Western Champions Conference Award.

National Sponsorship Program

- Replaced ad hoc sponsorships with a singular, national strategy to drive awareness and elevate corporate reputation; developed national sponsorship agreement with Heart & Stroke Foundation, approved by President and CEO.
- Saved on sponsorship costs; devised new return on investment measurement criteria for evaluating sponsorships; opted not to renew costly sponsorship agreements that provided little value to the organization.